

AMERICAN  
MOTORS  
COLOR &  
UPHOLSTERY  
BOOK









*Follow  
These  
Easy  
Steps*

# 1966 AMERICAN MOTORS SEAT, COLOR AND UPHOLSTERY SELECTOR CHARTS

for the

RAMBLER AMERICAN 220, 440 & ROGUE

RAMBLER CLASSIC 550, 770 & REBEL

AMBASSADOR 880, 990 & DPL... by American Motors

MARLIN... by American Motors

**ONE**

Turn to the appropriate selector chart for the desired model. These charts are underneath this page, and show the available seats, colors and upholsteries for each model. Leave this section open at the appropriate chart.

**TWO**

Select an exterior solid color or two-tone combination from those shown the chart as being available, using color chips on the opposite side of the book. Leave this section open at the selected color.

**THREE**

Select an available upholstery choice for the desired type of seat, exterior color and model by referring back to the selector chart. Each upholstery choice is assigned a trim number.

**FOUR**

Select an upholstery, using the swatches on the opposite side of the book. The swatches are identified by trim numbers and are arranged in numerical order.

After the color and upholstery selection is completed, return each section to its normal position.

PRODUCT INFORMATION DEPT.  
AMERICAN MOTORS CORP.  
DETROIT, MICHIGAN 48232



1966 RAMBLER AMERICAN SEAT, TRIM AND COLOR AVAILABILITY				TRIM	FABRIC STANDARD			POROUS VINYL EXTRA-COST OPTION			
				TRIM COLORS	BLUE	BLACK & WHITE	TAN	BLUE	BLACK & WHITE	TAN	
											"T" CODES
MODELS	SEATS AVAILABLE										
2-DOOR SEDAN	BENCH CUSHION—NON-RECLINING—STANDARD				•	•	•				
	BENCH CUSHION—RECLINING—EXTRA-COST OPTION				•	•	•				
4-DOOR SEDAN	BENCH CUSHION—NON-RECLINING—STANDARD				•	•	•				
	BENCH CUSHION—RECLINING—EXTRA-COST OPTION				•	•	•				
4-DOOR STATION WAGON	BENCH CUSHION—NON-RECLINING—STANDARD				•	•	•				
	BENCH CUSHION—RECLINING—EXTRA-COST OPTION				•	•	•	•	•	•	
EXTERIOR COLORS				BODY COLOR	WHEEL COLOR						
12 SOLID COLORS—STANDARD	CLASSIC BLACK			1	1	•	•	•	•	•	•
	FROST WHITE			72	72	•	•	•	•	•	•
	ANTIGUA RED			3	3		•			•	
	BRISBANE BLUE, Metallic (Light)			15	16	•			•		
	BRITANNIA BLUE, Metallic (Dark)			16	16	•			•		
	CRESCENT GREEN (Light)			17	18			•			•
	GRANADA GREEN, Metallic (Medium)			18	18			•			•
	BALBOA AQUA (Light)			19	20		•			•	
	CORTEZ AQUA, Metallic (Medium)			20	20		•			•	
	SAMOA GOLD, Metallic			23	24			•			•
	CABALLERO TAN, Metallic (Medium)			24	24			•			•
	APOLLO YELLOW			25	25		•			•	
EXTRA COST OPTION 6 REVERSIBLE TWO-TONES	CLASSIC BLACK FROST WHITE			1-72	1		•			•	
	ANTIGUA RED FROST WHITE			3-72	3		•			•	
	BRISBANE BLUE, Metallic (Light) BRITANNIA BLUE, Metallic (Dark)			15-16	16	•			•		
	CRESCENT GREEN (Light) GRANADA GREEN, Metallic (Medium)			17-18	18			•			•
	BALBOA AQUA (Light) CORTEZ AQUA, Metallic (Medium)			19-20	20		•			•	
	SAMOA GOLD, Metallic CABALLERO TAN, Metallic (Medium)			23-24	24			•			•
EXTRA-COST OPTION 9 NON-REVERSIBLE TWO-TONES	ANTIGUA RED CLASSIC BLACK			3-1	3		•			•	
	BRISBANE BLUE, Metallic (Light) FROST WHITE			15-72	16	•			•		
	BRITANNIA BLUE, Metallic (Dark) FROST WHITE			16-72	16	•			•		
	CRESCENT GREEN (Light) FROST WHITE			17-72	18			•			•
	GRANADA GREEN, Metallic (Medium) FROST WHITE			18-72	18			•			•
	BALBOA AQUA (Light) FROST WHITE			19-72	20		•			•	
	CORTEZ AQUA, Metallic (Medium) FROST WHITE			20-72	20		•			•	
	SAMOA GOLD, Metallic FROST WHITE			23-72	24			•			•
	CABALLERO TAN, Metallic (Medium) FROST WHITE			24-72	24			•			•



# AMERICAN 220

## TWO-TONE COLOR DESIGNS

COLOR AND UPHOLSTERY AVAILABILITY  
CHART IS SHOWN ON OPPOSITE PAGE



2-DOOR SEDAN, 220



4-DOOR SEDAN, 220



4-DOOR STATION WAGON, 220

220

440

440 & ROGUE

550

770

770 & REBEL

880

990

990 & DPL

MARLIN



# 1966 RAMBLER 440 AMERICAN

## SEAT, TRIM AND COLOR AVAILABILITY

MODELS	SEATS AVAILABLE			CODES		641	643	644	645	647	649	641	643	644	645	647	649	641	643	644	645	647	648	649
2 & 4 DOOR SEDAN	BENCH CUSHION—NON-RECLINING—STANDARD					•	•	•	•	•	•													
	BENCH CUSHION—RECLINING—EXTRA-COST OPTION					•	•	•	•	•	•													
	INDIVIDUAL CUSHION—RECLINING—EXTRA-COST OPTION					•	•	•	•	•	•													
4-DOOR STATION WAGON	BENCH CUSHION—NON-RECLINING—STANDARD					•	•	•	•	•	•													
	BENCH CUSHION—RECLINING—EXTRA-COST OPTION					•	•	•	•	•	•	•	•	•	•	•	•							
	INDIVIDUAL CUSHION—RECLINING—EXTRA-COST OPTION					•	•	•	•	•	•	•	•	•	•	•	•							
2-DOOR HARDTOP	BENCH CUSHION—NON-RECLINING—STANDARD					•	•	•	•	•	•													
	BENCH CUSHION—RECLINING—EXTRA-COST OPTION					•	•	•	•	•	•													
	INDIVIDUAL CUSHION—RECLINING—EXTRA-COST OPTION					•	•	•	•	•	•													
2-DOOR CONVERT.	BENCH CUSHION—NON-RECLINING—STANDARD																	•	•	•	•	•	•	•
	BENCH CUSHION—RECLINING—EXTRA-COST OPTION																	•	•	•	•	•	•	•
	INDIVIDUAL CUSHION—RECLINING—EXTRA-COST OPTION																	•	•	•	•	•	•	•
EXTERIOR COLORS				BODY COLOR	WHEEL COLOR																			
13 SOLID COLORS—STANDARD BLACK VINYL-COVERED HARDTOP ROOF, EXTRA-COST OPTION	CLASSIC BLACK	1	1	•	•	•	•	•	•	•	•	•	•	•	•	•	•	1	1	1	1	2	1	3
	FROST WHITE	72	72	•	•	•	•	•	•	•	•	•	•	•	•	•	•	1	1	1	1	2	1	3
	ANTIGUA RED	3	3	•			•					•			•			1			1		1	
	BRISBANE BLUE, Metallic (Light)	15	16	•	•							•	•					1	1				1	
	BRITANNIA BLUE, Metallic (Dark)	16	16	•	•							•	•					1	1				1	
	CRESENT GREEN (Light)	17	18	•		•						•		•				1		1			1	
	GRANADA GREEN, Metallic (Medium)	18	18	•		•						•		•				1		1			1	
	BALBOA AQUA (Light)	19	20	•				•				•				•		2				2	2	
	CORTEZ AQUA, Metallic (Medium)	20	20	•				•				•				•		2				2	2	
	SAMOA GOLD, Metallic	23	24	•						•		•						•	3				3	3
	CABALLERO TAN, Metallic (Medium)	24	24	•						•		•						•	3				3	3
	APOLLO YELLOW	25	25	•		•						•		•				1		1			1	
	MARQUESSA MAUVE, Metallic (Light)	21	1	•								•						1						
EXTRA-COST OPTION 6 REVERSIBLE TWO-TONES	CLASSIC BLACK FROST WHITE	1-72	1	•								•												
	ANTIGUA RED FROST WHITE	3-72	3				•								•									
	BRISBANE BLUE, Metallic (Light) BRITANNIA BLUE, Metallic (Dark)	15-16	16		•								•											
	CRESCENT GREEN (Light) GRANADA GREEN, Metallic (Medium)	17-18	18			•								•										
	BALBOA AQUA (Light) CORTEZ AQUA, Metallic (Medium)	19-20	20					•								•								
	SAMOA GOLD, Metallic CABALLERO TAN, Metallic (Medium)	23-24	24							•							•							
EXTRA-COST OPTION 11 NON-REVERSIBLE TWO-TONES	ANTIGUA RED CLASSIC BLACK	3-1	3	•			•					•			•									
	BRISBANE BLUE, Metallic (Light) FROST WHITE	15-72	16		•								•											
	BRITANNIA BLUE, Metallic (Dark) FROST WHITE	16-72	16		•								•											
	CRESCENT GREEN (Light) FROST WHITE	17-72	18			•								•										
	GRANADA GREEN, Metallic (Medium) FROST WHITE	18-72	18			•								•										
	BALBOA AQUA (Light) FROST WHITE	19-72	20					•								•								
	CORTEZ AQUA, Metallic (Medium) FROST WHITE	20-72	20					•								•								
	SAMOA GOLD, Metallic FROST WHITE	23-72	24						•								•							
	CABALLERO TAN, Metallic (Medium) FROST WHITE	24-72	24							•							•							
	APOLLO YELLOW CLASSIC BLACK	25-1	1	•								•												
	MARQUESSA MAUVE, Metallic (Light) FROST WHITE	21-72	1	•								•												

CONVERTIBLE-TOP COLOR AVAILABILITY:  
1. BLACK OR WHITE  
2. BLACK, WHITE OR AQUA  
3. BLACK, WHITE OR TAN  
BOOT COLORS TO MATCH INTERIOR VINYL-BOLSTER COLORS, EXCEPT BLACK BOOT WITH WHITE INTERIORS.

CONVERTIBLE-TOP COLOR AVAILABILITY:  
 1. BLACK OR WHITE  
 2. BLACK, WHITE OR AQUA  
 3. BLACK, WHITE OR TAN  
 BOOT COLORS TO MATCH INTERIOR VINYL-BOLSTER COLORS, EXCEPT BLACK BOOT WITH WHITE INTERIORS.



# AMERICAN 440 TWO-TONE COLOR DESIGNS

COLOR AND UPHOLSTERY AVAILABILITY  
CHART IS SHOWN ON OPPOSITE PAGE



2-DOOR SEDAN, 440



4-DOOR SEDAN, 440



4-DOOR WAGON, 440



2-DOOR HARDTOP, 440

Also with Black Vinyl Roof Option



2-DOOR CONVERTIBLE, 440

Black, White, Aqua or Tan Tops (see chart for availability)



1966 RAMBLER AMERICAN				440 & ROGUE		TRIM		FABRIC						ALL-VINYL					
						TRIM COLORS													
						"T" CODES													
MODELS		SEATS AVAILABLE																	
2-DOOR HARDTOP		BUCKET SEAT—RECLINING EXTRA-COST OPTION ON 440—STANDARD ON ROGUE																	
2-DOOR CONVERT		BUCKET SEAT—RECLINING—EXTRA-COST OPTION																	
EXTERIOR COLORS				BODY COLOR		WHEEL COLOR													
13 SOLID COLORS—STANDARD BLACK VINYL-COVERED HARDTOP ROOF, EXTRA-COST OPTION		CLASSIC BLACK		1		1													
		FROST WHITE		72		72													
		ANTIGUA RED		3		3													
		BRISBANE BLUE, Metallic (Light)		15		16													
		BRITANNIA BLUE, Metallic (Dark)		16		16													
		CRESCENT GREEN (Light)		17		18													
		GRANADA GREEN, Metallic (Medium)		18		18													
		BALBOA AQUA (Light)		19		20													
		CORTEZ AQUA, Metallic (Medium)		20		20													
		SAMOA GOLD, Metallic		23		24													
		CABALLERO TAN, Metallic (Medium)		24		24													
		APOLLO YELLOW		25		25													
		MARQUESSA MAUVE, Metallic (Light)		21		1													
EXTRA-COST OPTION 6 REVERSIBLE TWO-TONES		CLASSIC BLACK FROST WHITE		1-72		1													
		ANTIGUA RED FROST WHITE		3-72		3													
		BRISBANE BLUE, Metallic (Light) BRITANNIA BLUE, Metallic (Dark)		15-16		16													
		CRESCENT GREEN (Light) GRANADA GREEN, Metallic (Medium)		17-18		18													
		BALBOA AQUA (Light) CORTEZ AQUA, Metallic (Medium)		19-20		20													
		SAMOA GOLD, Metallic CABALLERO TAN, Metallic (Medium)		23-24		24													
EXTRA-COST OPTION 11 NON-REVERSIBLE TWO-TONES		ANTIGUA RED CLASSIC BLACK		3-1		3													
		BRISBANE BLUE, Metallic (Light) FROST WHITE		15-72		16													
		BRITANNIA BLUE, Metallic (Dark) FROST WHITE		16-72		16													
		CRESCENT GREEN (Light) FROST WHITE		17-72		18													
		GRANADA GREEN, Metallic (Medium) FROST WHITE		18-72		18													
		BALBOA AQUA (Light) FROST WHITE		19-72		20													
		CORTEZ AQUA, Metallic (Medium) FROST WHITE		20-72		20													
		SAMOA GOLD, Metallic FROST WHITE		23-72		24													
		CABALLERO TAN, Metallic (Medium) FROST WHITE		24-72		24													
		APOLLO YELLOW CLASSIC BLACK		25-1		1													
		MARQUESSA MAUVE, Metallic (Light) FROST WHITE		21-72		1													

ON ROGUE HARDTOPS EQUIPPED WITH THE OPTIONAL BLACK VINYL-COVERED ROOF (WITH ALL 13 BODY COLORS), BLACK-PAINTED REAR DECK IS AN ADDED OPTION WITH 12 BODY COLORS (NOT BLACK).

CONVERTIBLE-TOP COLOR AVAILABILITY:

1. BLACK OR WHITE
2. BLACK, WHITE OR AQUA
3. BLACK, WHITE OR TAN

BOOT COLORS TO MATCH INTERIOR VINYL-BOLSTER COLORS, EXCEPT BLACK BOOT WITH WHITE INTERIORS.



# AMERICAN 440 & ROGUE

TWO-TONE  
COLOR DESIGNS

COLOR AND UPHOLSTERY AVAILABILITY CHART IS SHOWN ON OPPOSITE PAGE



## 2-DOOR HARDTOP, ROGUE

Also with Black Vinyl Roof & Black Paint Rear Deck Options



## 2-DOOR HARDTOP, 440

Also with Black Vinyl Roof Option



## 2-DOOR CONVERTIBLE, 440

Black, White, Aqua or Tan Tops (see chart for availability)

440 & ROGUE

550

770

770 & REBEL

880

990

990 & DPL

MARLIN

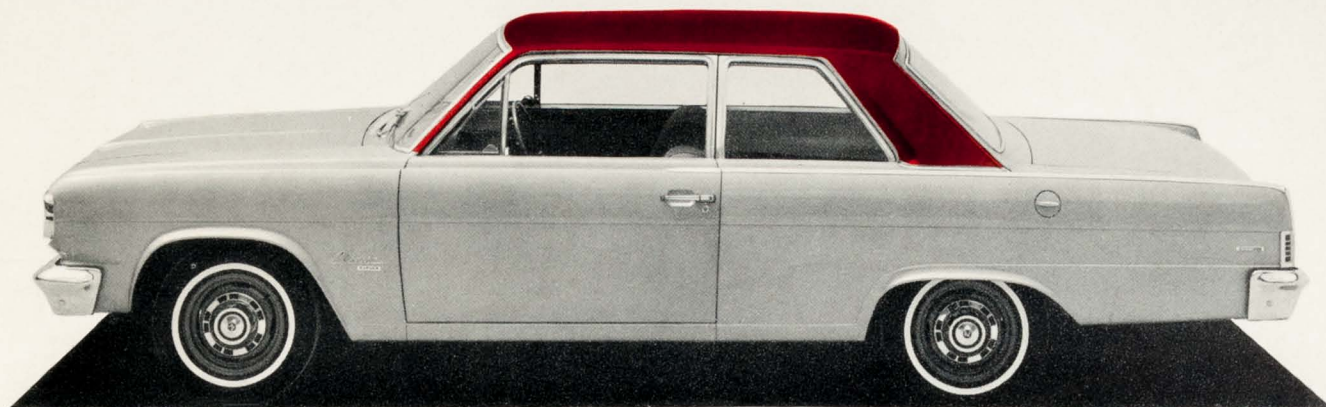


1966 RAMBLER CLASSIC SEAT, TRIM & COLOR AVAILABILITY				TRIM	FABRIC STANDARD			POROUS VINYL EXTRA-COST OPTION		
				TRIM COLORS	BLUE	BLACK & WHITE	TAN	BLUE	BLACK & WHITE	TAN
				"T" CODES	653C	658C	659C	653P	658P	659P
MODELS	SEATS AVAILABLE									
2-DOOR SEDAN	BENCH CUSHION—NON-RECLINING—STANDARD				•	•	•			
	BENCH CUSHION—RECLINING—EXTRA-COST OPTION				•	•	•			
4-DOOR SEDAN	BENCH CUSHION—NON-RECLINING—STANDARD				•	•	•			
	BENCH CUSHION—RECLINING—EXTRA-COST OPTION				•	•	•			
4-DOOR STATION WAGON	BENCH CUSHION—NON-RECLINING—STANDARD				•	•	•			
	BENCH CUSHION—RECLINING—EXTRA-COST OPTION				•	•	•	•	•	•
EXTERIOR COLORS				BODY COLOR	WHEEL COLOR					
12 SOLID COLORS—STANDARD	CLASSIC BLACK	1	1	•	•	•	•	•	•	•
	FROST WHITE	72	72	•	•	•	•	•	•	•
	ANTIGUA RED	3	3		•				•	
	BRISBANE BLUE, Metallic (Light)	15	16	•			•			
	BRITANNIA BLUE, Metallic (Dark)	16	16	•			•			
	CRESCENT GREEN (Light)	17	18			•				•
	GRANADA GREEN, Metallic (Medium)	18	18			•				•
	BALBOA AQUA (Light)	19	20		•				•	
	CORTEZ AQUA, Metallic (Medium)	20	20		•				•	
	SAMOA GOLD, Metallic	23	24			•				•
	CABALLERO TAN, Metallic (Medium)	24	24			•				•
	APOLLO YELLOW	25	25		•				•	
EXTRA-COST OPTION 6 REVERSIBLE TWO-TONES	CLASSIC BLACK FROST WHITE	1-72	1		•				•	
	ANTIGUA RED FROST WHITE	3-72	3		•				•	
	BRISBANE BLUE, Metallic (Light) BRITANNIA BLUE, Metallic (Dark)	15-16	16	•			•			
	CRESCENT GREEN (Light) GRANADA GREEN, Metallic (Medium)	17-18	18			•				•
	BALBOA AQUA (Light) CORTEZ AQUA, Metallic (Medium)	19-20	20		•				•	
	SAMOA GOLD, Metallic CABALLERO TAN, Metallic (Medium)	23-24	24			•				•
EXTRA-COST OPTION 9 NON-REVERSIBLE TWO-TONES	ANTIGUA RED CLASSIC BLACK	3-1	3		•				•	
	BRISBANE BLUE, Metallic (Light) FROST WHITE	15-72	16	•			•			
	BRITANNIA BLUE, Metallic (Dark) FROST WHITE	16-72	16	•			•			
	CRESCENT GREEN (Light) FROST WHITE	17-72	18			•				•
	GRANADA GREEN, Metallic (Medium) FROST WHITE	18-72	18			•				•
	BALBOA AQUA (Light) FROST WHITE	19-72	20		•				•	
	CORTEZ AQUA, Metallic (Medium) FROST WHITE	20-72	20		•				•	
	SAMOA GOLD, Metallic FROST WHITE	23-72	24			•				•
	CABALLERO TAN, Metallic (Medium) FROST WHITE	24-72]	24			•				•



# CLASSIC 550

TWO-TONE COLOR DESIGNS  
COLOR AND UPHOLSTERY AVAILABILITY  
CHART IS SHOWN ON OPPOSITE PAGE



2-DOOR SEDAN, 550



4-DOOR SEDAN, 550



4-DOOR STATION WAGON, 550  
(5-Door, Optional)

550

770

770 & REBEL

880

990

990 & DPL

MARLIN



# 1966 RAMBLER CLASSIC

# 770

## SEAT, TRIM AND COLOR AVAILABILITY

1966 RAMBLER CLASSIC SEAT, TRIM AND COLOR AVAILABILITY				TRIM		FABRIC—STANDARD							VINYL—AIR EXTRA-COST OPTION							ALL-VINYL STD. ON CONVERTIBLE							
				TRIM COLORS	BLACK	BLUE	GREEN	RED	BLACK & MAUVE	AQUA	SADDLE	BLACK	BLUE	GREEN	RED	BLACK & MAUVE	AQUA	WHITE	SADDLE	BLACK	BLUE	GREEN	RED	BLACK & MAUVE	AQUA	WHITE	SADDLE
					671C	673C	674C	675C	676C	677C	679C	671B	673B	674B	675B	676B	677B	678B	679B	671V	673V	674V	675V	676V	677V	678V	679V
MODELS	SEATS AVAILABLE																										
4-DOOR SEDAN	BENCH CUSHION—NON-RECLINING—STANDARD																										
	BENCH CUSHION—RECLINING—EXTRA-COST OPTION																										
	INDIVIDUAL CUSHION—RECLINING—EXTRA-COST OPTION																										
4-DOOR STATION WAGON	BENCH CUSHION—NON-RECLINING—STANDARD																										
	BENCH CUSHION—RECLINING—EXTRA-COST OPTION																										
	INDIVIDUAL CUSHION—RECLINING—EXTRA-COST OPTION																										
2-DOOR HARDTOP	BENCH CUSHION—NON-RECLINING—STANDARD																										
	BENCH CUSHION—RECLINING—EXTRA-COST OPTION																										
	INDIVIDUAL CUSHION—RECLINING—EXTRA-COST OPTION																										
2-DOOR CONVERT.	BENCH CUSHION—NON-RECLINING—STANDARD																										
	BENCH CUSHION—RECLINING—EXTRA-COST OPTION																										
	INDIVIDUAL CUSHION—RECLINING—EXTRA-COST OPTION																										
EXTERIOR COLORS				BODY COLOR	WHEEL COLOR																						
13 SOLID COLORS—STANDARD BLACK VINYL-COVERED HARDTOP ROOF, EXTRA-COST OPTION	CLASSIC BLACK	1	1																								
	FROST WHITE	72	72																								
	ANTIGUA RED	3	3																								
	BRISBANE BLUE, Metallic (Light)	15	16																								
	BRITANNIA BLUE, Metallic (Dark)	16	16																								
	CRESCENT GREEN (Light)	17	18																								
	GRANADA GREEN, Metallic (Medium)	18	18																								
	BALBOA AQUA (Light)	19	20																								
	CORTEZ AQUA, Metallic (Medium)	20	20																								
	SAMOA GOLD, Metallic	23	24																								
	CABALLERO TAN, Metallic (Medium)	24	24																								
	APOLLO YELLOW	25	25																								
	MARQUESSA MAUVE, Metallic (Light)	21	1																								
EXTRA-COST OPTION 6 REVERSIBLE TWO-TONES	CLASSIC BLACK FROST WHITE	1-72	1																								
	ANTIGUA RED FROST WHITE	3-72	3																								
	BRISBANE BLUE, Metallic (Light) BRITANNIA BLUE, Metallic (Dark)	15-16	16																								
	CRESCENT GREEN (Light) GRANADA GREEN, Metallic (Medium)	17-18	18																								
	BALBOA AQUA (Light) CORTEZ AQUA, Metallic (Medium)	19-20	20																								
	SAMOA GOLD, Metallic CABALLERO TAN, Metallic (Medium)	23-24	24																								
EXTRA-COST OPTION 11 NON-REVERSIBLE TWO-TONES	ANTIGUA RED CLASSIC BLACK	3-1	3																								
	BRISBANE BLUE, Metallic (Light) FROST WHITE	15-72	16																								
	BRITANNIA BLUE, Metallic (Dark) FROST WHITE	16-72	16																								
	CRESCENT GREEN (Light) FROST WHITE	17-72	18																								
	GRANADA GREEN, Metallic (Medium) FROST WHITE	18-72	18																								
	BALBOA AQUA (Light) FROST WHITE	19-72	20																								
	CORTEZ AQUA, Metallic (Medium) FROST WHITE	20-72	20																								
	SAMOA GOLD, Metallic FROST WHITE	23-72	24																								
	CABALLERO TAN, Metallic (Medium) FROST WHITE	24-72	24																								
	APOLLO YELLOW CLASSIC BLACK	25-1	1																								
	MARQUESSA MAUVE, Metallic (Light) FROST WHITE	21-72	1																								

CONVERTIBLE-TOP COLOR AVAILABILITY:  
1. BLACK OR WHITE  
2. BLACK, WHITE OR AQUA  
3. BLACK, WHITE OR TAN  
BOOT COLORS TO MATCH INTERIOR  
VINYL-BOLSTER COLORS, EXCEPT  
BLACK BOOT WITH WHITE INTERIORS.



# CLASSIC 770 TWO-TONE COLOR DESIGNS

COLOR AND UPHOLSTERY AVAILABILITY CHART IS SHOWN ON OPPOSITE PAGE



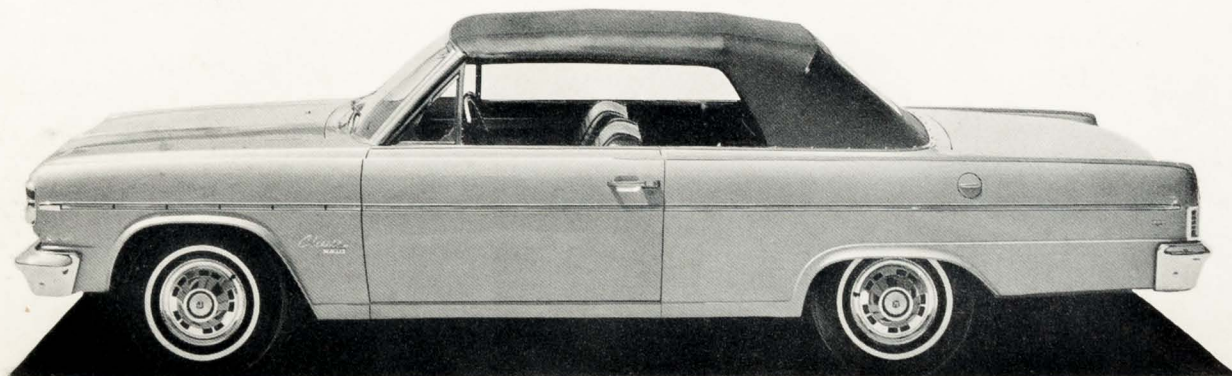
4-DOOR SEDAN, 770



4-DOOR STATION WAGON, 770  
(5-Door, 3-Seat Optional)



2-DOOR HARDTOP, 770  
Also with Black Vinyl Roof Option



2-DOOR CONVERTIBLE, 770  
Black, White, Aqua or Tan Tops (see chart for availability)

770

770 & REBEL

880

990

990 & DPL

MARLIN



# 1966 RAMBLER CLASSIC

# 770 & REBEL

BUCKET SEAT, TRIM AND  
COLOR AVAILABILITY

MODELS	SEATS AVAILABLE	"T" CODES	671D	673D	674D	675D	676D	677D	679D	671E	673E	674E	675E	676E	677E	678E	679E	671W	673W	675W	677W	679W
4-DOOR SEDAN	BUCKET SEATS—RECLINING—EXTRA-COST OPTION		•	•	•	•	•	•	•													
4-DOOR STATION WAGON	BUCKET SEATS—RECLINING—EXTRA-COST OPTION									•	•	•	•	•	•	•	•					
2-DOOR HARDTOP	BUCKET SEATS—RECLINING EXTRA-COST OPTION ON 770—STANDARD ON REBEL		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
2-DOOR CONVERT.	BUCKET SEATS—RECLINING—EXTRA COST OPTION									•	•	•	•	•	•	•	•					
EXTERIOR COLORS		BODY COLOR	WHEEL COLOR																			
13 SOLID COLORS—STANDARD BLACK VINYL-COVERED HARDTOP ROOF, EXTRA-COST OPTION (STD. ON REBEL "CUSTOM")	CLASSIC BLACK	1	1	•	•	•	•	•	•	1	1	1	1	1	2	1	3	•	•	•	•	•
	FROST WHITE	72	72	•	•	•	•	•	•	1	1	1	1	1	2	1	3	•	•	•	•	•
	ANTIGUA RED	3	3	•			•			1			1			1		•		•		
	BRISBANE BLUE, Metallic (Light)	15	16	•	•					1	1					1		•	•			
	BRITANNIA BLUE, Metallic (Dark)	16	16	•	•					1	1					1		•	•			
	CRESCENT GREEN (Light)	17	18	•		•				1		1				1		•				
	GRANADA GREEN, Metallic (Medium)	18	18	•		•				1		1				1		•				
	BALBOA AQUA (Light)	19	20	•				•		2					2	2		•			•	
	CORTEZ AQUA, Metallic (Medium)	20	20	•				•		2					2	2		•			•	
	SAMOA GOLD, Metallic	23	24	•					•	3							3	3	•			•
	CABALLERO TAN, Metallic (Medium)	24	24	•					•	3							3	3	•			•
	APOLLO YELLOW	25	25	•		•				1		1					1		•			
	MARQUESSA MAUVE, Metallic (Light)	21	1	•				•		1				1				•				
EXTRA-COST OPTION 6 REVERSIBLE TWO-TONES	CLASSIC BLACK FROST WHITE	1-72	1	•						•						•						
	ANTIGUA RED FROST WHITE	3-72	3				•						•									
	BRISBANE BLUE, Metallic (Light) BRITANNIA BLUE, Metallic (Dark)	15-16	16		•						•											
	CRESCENT GREEN (Light) GRANADA GREEN, Metallic (Medium)	17-18	18			•						•										
	BALBOA AQUA (Light) CORTEZ AQUA, Metallic (Medium)	19-20	20					•							•							
	SAMOA GOLD, Metallic CABALLERO TAN, Metallic (Medium)	23-24	24						•								•					
EXTRA-COST OPTION 11 NON-REVERSIBLE TWO-TONES	ANTIGUA RED CLASSIC BLACK	3-1	3	•			•			•			•									
	BRISBANE BLUE, Metallic (Light) FROST WHITE	15-72	16		•						•											
	BRITANNIA BLUE, Metallic (Dark) FROST WHITE	16-72	16		•						•											
	CRESCENT GREEN (Light) FROST WHITE	17-72	18			•						•										
	GRANADA GREEN, Metallic (Medium) FROST WHITE	18-72	18			•						•										
	BALBOA AQUA (Light) FROST WHITE	19-72	20					•							•							
	CORTEZ AQUA, Metallic (Medium) FROST WHITE	20-72	20					•							•							
	SAMOA GOLD, Metallic FROST WHITE	23-72	24						•								•					
	CABALLERO TAN, Metallic (Medium) FROST WHITE	24-72	24						•								•					
	APOLLO YELLOW CLASSIC BLACK	25-1	1	•						•												
	MARQUESSA MAUVE, Metallic (Light) FROST WHITE	21-72	1	•				•		•				•								

CONVERTIBLE-TOP COLOR AVAILABILITY:  
1. BLACK OR WHITE  
2. BLACK, WHITE OR AQUA  
3. BLACK, WHITE OR TAN  
BOOT COLORS TO MATCH INTERIOR VINYL-BOLSTER COLORS, EXCEPT BLACK BOOT WITH WHITE INTERIORS.

CONVERTIBLE-TOP COLOR AVAILABILITY:

1. BLACK OR WHITE
  2. BLACK, WHITE OR AQUA
  3. BLACK, WHITE OR TAN
- BOOT COLORS TO MATCH INTERIOR  
VINYL-BOLSTER COLORS, EXCEPT  
BLACK BOOT WITH WHITE INTERIORS.



## CLASSIC 770 & REBEL

TWO-TONE COLOR DESIGNS  
COLOR AND UPHOLSTERY AVAILABILITY  
CHART IS SHOWN ON OPPOSITE PAGE



4-DOOR SEDAN, 770

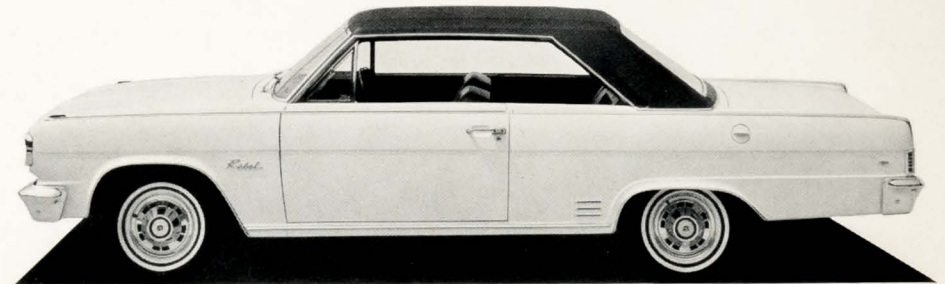


4-DOOR STATION WAGON, 770  
(5-Door, 3-Seat Optional)



2-DOOR HARDTOP, 770

Also with Black Vinyl Roof Option (see Rebel)



2-DOOR HARDTOP, REBEL (Black Vinyl Roof Option)

Also with 2-Tone Paint (see 770 Hardtop)



2-DOOR CONVERTIBLE

Black, White, Aqua or Tan Tops (see chart for availability)



# 1966 AMBASSADOR BY AMERICAN MOTORS

# 880

## SEAT, TRIM AND COLOR AVAILABILITY

1966 AMBASSADOR BY AMERICAN MOTORS  SEAT, TRIM AND COLOR AVAILABILITY			TRIM	FABRIC—STANDARD					POROUS VINYL—EXTRA COST				
			TRIM COLORS	BLUE	GREEN	RED	AQUA	SADDLE	BLUE	GREEN	RED	AQUA	SADDLE
MODELS	SEATS AVAILABLE		"T" CODES	683C	684C	685C	687C	689C	683P	684P	685P	687P	689P
2-DOOR SEDAN	BENCH CUSHION—NON-RECLINING—STANDARD			•	•	•	•	•					
	BENCH CUSHION—RECLINING—EXTRA-COST OPTION			•	•	•	•	•					
	INDIVIDUAL CUSHION—RECLINING—EXTRA-COST OPTION			•	•	•	•	•					
4-DOOR SEDAN	BENCH CUSHION—NON-RECLINING—STANDARD			•	•	•	•	•					
	BENCH CUSHION—RECLINING—EXTRA-COST OPTION			•	•	•	•	•					
	INDIVIDUAL CUSHION—RECLINING—EXTRA-COST OPTION			•	•	•	•	•					
4-DOOR STATION WAGON	BENCH CUSHION—NON-RECLINING—STANDARD			•	•	•	•	•					
	BENCH CUSHION—RECLINING—EXTRA-COST OPTION			•	•	•	•	•	•	•	•	•	•
	INDIVIDUAL CUSHION—RECLINING—EXTRA-COST OPTION			•	•	•	•	•	•	•	•	•	•
EXTERIOR COLORS		BODY COLOR	WHEEL COLOR										
12 SOLID COLORS—STANDARD	CLASSIC BLACK	1	1	•	•	•	•	•	•	•	•	•	•
	FROST WHITE	72	72	•	•	•	•	•	•	•	•	•	•
	ANTIGUA RED	3	3			•					•		
	BRISBANE BLUE, Metallic (Light)	15	16	•					•				
	BRITANNIA BLUE, Metallic (Dark)	16	16	•					•				
	CRESCENT GREEN (Light)	17	18		•					•			
	GRANADA GREEN, Metallic (Medium)	18	18		•					•			
	BALBOA AQUA (Light)	19	20				•					•	
	CORTEZ AQUA, Metallic (Medium)	20	20				•					•	
	SAMOA GOLD, Metallic	23	24					•					•
	CABALLERO TAN, Metallic (Medium)	24	24					•					•
	APOLLO YELLOW	25	25		•					•			
EXTRA-COST OPTION 6 REVERSIBLE TWO-TONES	CLASSIC BLACK FROST WHITE	1-72	1			•					•		
	ANTIGUA RED FROST WHITE	3-72	3			•					•		
	BRISBANE BLUE, Metallic (Light) BRITANNIA BLUE, Metallic (Dark)	15-16	16	•					•				
	CRESCENT GREEN (Light) GRANADA GREEN, Metallic (Medium)	17-18	18		•					•			
	BALBOA AQUA (Light) CORTEZ AQUA, Metallic (Medium)	19-20	20				•					•	
	SAMOA GOLD, Metallic CABALLERO TAN, Metallic (Medium)	23-24	24					•					•
EXTRA-COST OPTION 9 NON-REVERSIBLE TWO-TONES	ANTIGUA RED CLASSIC BLACK	3-1	3			•					•		
	BRISBANE BLUE, Metallic (Light) FROST WHITE	15-72	16	•					•				
	BRITANNIA BLUE, Metallic (Dark) FROST WHITE	16-72	16	•					•				
	CRESCENT GREEN (Light) FROST WHITE	17-72	18		•					•			
	GRANADA GREEN, Metallic (Medium) FROST WHITE	18-72	18		•					•			
	BALBOA AQUA (Light) FROST WHITE	19-72	20				•					•	
	CORTEZ AQUA, Metallic (Medium) FROST WHITE	20-72	20				•					•	
	SAMOA GOLD, Metallic FROST WHITE	23-72	24					•					•
	CABALLERO TAN, Metallic (Medium) FROST WHITE	24-72	24					•					•



# AMBASSADOR 880

## TWO-TONE COLOR DESIGNS

COLOR AND UPHOLSTERY AVAILABILITY  
CHART IS SHOWN ON OPPOSITE PAGE



2-DOOR SEDAN, 880



4-DOOR SEDAN, 880



4-DOOR STATION WAGON, 880 (5-Door, 3-Seat Optional)



4-DOOR STATION WAGON, 880 (SIMULATED WOOD GRAIN) (5-Door, 3-Seat Optional)

880

990

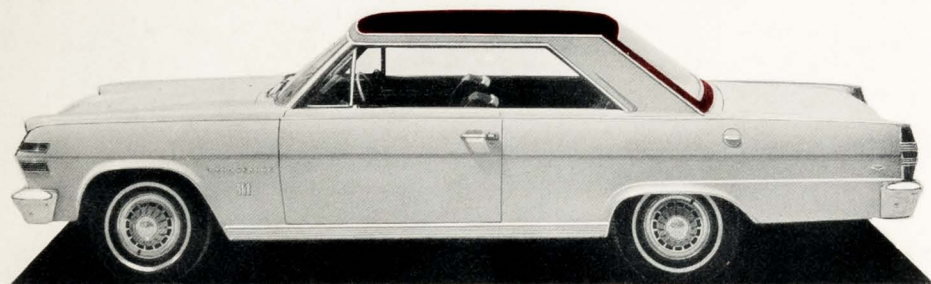
990 & DPL

MARLIN



## AMBASSADOR 990

**TWO-TONE COLOR DESIGNS**  
COLOR AND UPHOLSTERY AVAILABILITY  
CHART IS SHOWN ON OPPOSITE PAGE



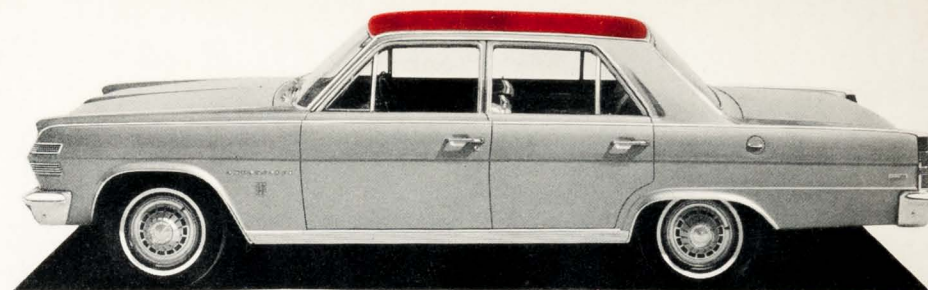
**2-DOOR HARDTOP, 990**

Also with Black Vinyl Roof Option (see DPL)



**2-DOOR CONVERTIBLE, 990**

Black, White, Aqua or Tan Tops (see chart for availability)

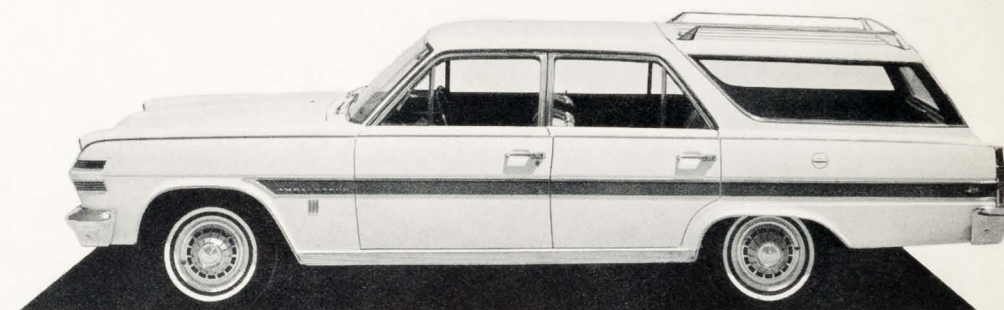


**4-DOOR SEDAN, 990**



**4-DOOR STATION WAGON, 990**

(5-Door, 3-Seat Optional)



**4-DOOR STATION WAGON, 990 (SIMULATED WOOD GRAIN)**

(5-Door, 3-Seat Optional)



# 1966 AMBASSADOR BY AMERICAN MOTORS

# 990 & DPL

BUCKET SEAT, TRIM AND  
COLOR AVAILABILITY

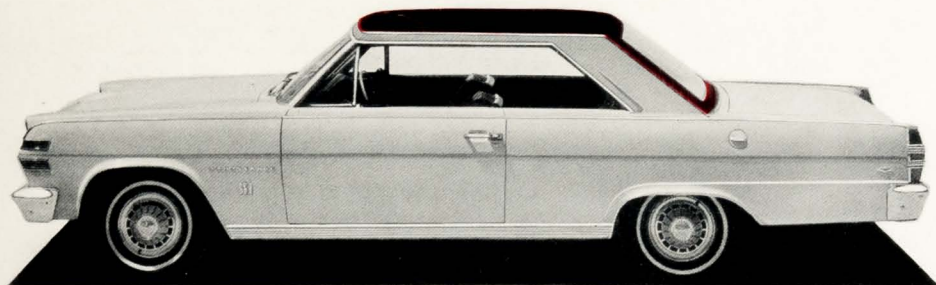
1966 AMBASSADOR BY AMERICAN MOTORS			990 & DPL		DPL "CUSTOM TRIM PKG." (VINYL-COVERED ROOF STD.) "HOUNDSTOOTH CHECK" FABRIC EXTRA-COST OPTION INCLUDES TWO PILLOWS																							
					SERIES		TRIM		FABRIC								VINYLAIR											
MODELS		SEATS AVAILABLE		TRIM COLORS		"T" CODES		691	693	694	695	696	697	699	691	693	694	695	696	697	698	699	691	693	695	697	699	
4-DOOR SEDAN		BUCKET SEATS—RECLINING—EXTRA-COST OPTION						D	D	D	D	D	D	D														
4-DOOR STATION WAGON		BUCKET SEATS—RECLINING—EXTRA-COST OPTION														H	H	H	H	H	H	H	H					
2-DOOR HARDTOP		BUCKET SEATS—RECLINING— EXTRA-COST OPTION ON 990						D	D	D	D	D	D	D	D	H	H	H	H	H	H	H	H					
		BUCKET SEATS—RECLINING—STANDARD ON DPL						K	K	K	K	K	K	K	K	L	L	L	L	L	L	L	L	Y	Y	Y	Y	Y
2-DOOR CONVERT.		BUCKET SEATS—RECLINING—EXTRA-COST OPTION														H	H	H	H	H	H	H	H					
EXTERIOR COLORS			BODY COLOR	WHEEL COLOR																								
13 SOLID COLORS—STANDARD BLACK VINYL-COVERED HARDTOP ROOF, EXTRA-COST OPTION (STD. ON DPL "CUSTOM")	CLASSIC BLACK		1	1	•	•	•	•	•	•	•	•	•	•	•	1	1	1	1	1	2	1	3	•	•	•	•	•
	FROST WHITE		72	72	•	•	•	•	•	•	•	•	•	•	•	1	1	1	1	1	2	1	3	•	•	•	•	•
	ANTIGUA RED		3	3	•			•								1			1			1		•		•		
	BRISBANE BLUE, Metallic (Light)		15	16	•	•										1	1					1		•	•			
	BRITANNIA BLUE, Metallic (Dark)		16	16	•	•										1	1					1		•	•			
	CRESCENT GREEN (Light)		17	18	•		•									1		1				1		•				
	GRANADA GREEN, Metallic (Medium)		18	18	•		•									1		1				1		•				
	BALBOA AQUA (Light)		19	20	•					•						2					2	2		•			•	
	CORTEZ AQUA, Metallic (Medium)		20	20	•					•						2					2	2		•			•	
	SAMOA GOLD, Metallic		23	24	•							•				3						3	3	•				•
	CABALLERO TAN, Metallic (Medium)		24	24	•							•				3						3	3	•				•
	APOLLO YELLOW		25	25	•		•									1		1				1		•				
	MARQUESSA MAUVE, Metallic (Light)		21	1	•				•							1				1				•				
EXTRA-COST OPTION 6 REVERSIBLE TWO-TONES	CLASSIC BLACK FROST WHITE		1-72	1	•											•					•							
	ANTIGUA RED FROST WHITE		3-72	3				•											•									
	BRISBANE BLUE, Metallic (Light) BRITANNIA BLUE, Metallic (Dark)		15-16	16		•											•											
	CRESCENT GREEN (Light) GRANADA GREEN, Metallic (Medium)		17-18	18			•											•										
	BALBOA AQUA (Light) CORTEZ AQUA, Metallic (Medium)		19-20	20						•										•								
	SAMOA GOLD, Metallic CABALLERO TAN, Metallic (Medium)		23-24	24							•											•						
EXTRA-COST OPTION 11 NON-REVERSIBLE TWO-TONES	ANTIGUA RED CLASSIC BLACK		3-1	3	•			•							•			•										
	BRISBANE BLUE, Metallic (Light) FROST WHITE		15-72	16		•											•											
	BRITANNIA BLUE, Metallic (Dark) FROST WHITE		16-72	16		•											•											
	CRESCENT GREEN (Light) FROST WHITE		17-72	18			•											•										
	GRANADA GREEN, Metallic (Medium) FROST WHITE		18-72	18			•											•										
	BALBOA AQUA (Light) FROST WHITE		19-72	20						•										•								
	CORTEZ AQUA, Metallic (Medium) FROST WHITE		20-72	20						•										•								
	SAMOA GOLD, Metallic FROST WHITE		23-72	24							•											•						
	CABALLERO TAN, Metallic (Medium) FROST WHITE		24-72	24							•											•						
	APOLLO YELLOW CLASSIC BLACK		25-1	1	•											•												
	MARQUESSA MAUVE, Metallic (Light) FROST WHITE		21-72	1	•				•							•				•								

CONVERTIBLE-TOP COLOR AVAILABILITY:  
1. BLACK OR WHITE  
2. BLACK, WHITE OR AQUA  
3. BLACK, WHITE OR TAN  
BOOT COLORS TO MATCH INTERIOR VINYL-BOLSTER COLORS, EXCEPT BLACK BOOT WITH WHITE INTERIORS.



# AMBASSADOR 990 & DPL TWO-TONE COLOR DESIGNS

COLOR AND UPHOLSTERY AVAILABILITY CHART IS SHOWN ON OPPOSITE PAGE



**2-DOOR HARDTOP, 990**

Also with Black Vinyl Roof Option (see DPL)



**4-DOOR SEDAN, 990**



**2-DOOR HARDTOP, DPL** (Black Vinyl Roof Option)

Also with 2-Tone Paint (see 990 Hardtop)



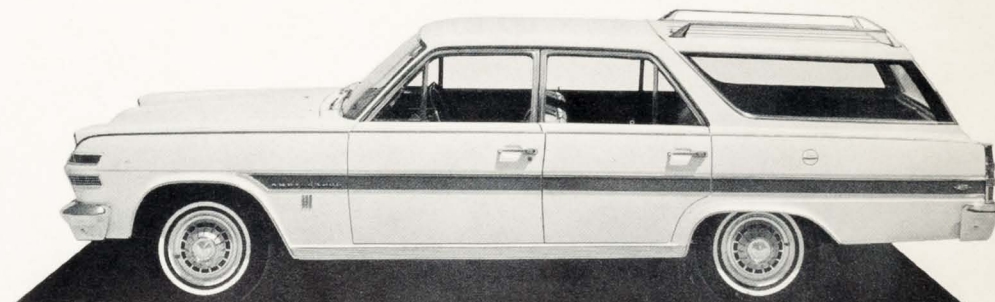
**4-DOOR STATION WAGON, 990**

(5-Door, 3-Seat Optional)



**2-DOOR CONVERTIBLE, 990**

Black, White, Aqua or Tan Tops (see chart for availability)



**4-DOOR STATION WAGON, 990** (SIMULATED WOOD GRAIN)

(5-Door, 3-Seat Optional)



<div>1966 MARLIN</div> <div>BY AMERICAN MOTORS</div> <div>SEAT, TRIM AND COLOR AVAILABILITY</div>				TRIM				FABRIC STANDARD				4 FABRIC BUCKET—E.C.				5 VINYL AIR BUCKET—E.C.				
				TRIM COLORS	BLACK	RED	AQUA	SADDLE	BLACK	RED	AQUA	SADDLE	BLACK	RED	AQUA	WHITE	SADDLE			
MODELS	SEATS AVAILABLE			"T" CODES	691Q	695Q	697Q	699Q	691M	695M	697M	699M	691N	695N	697N	698N	699N			
2-DOOR FASTBACK HARDTOP	BENCH CUSHION—NON-RECLINING—STANDARD				•	•	•	•												
	INDIVIDUAL CUSHION—RECLINING—EXTRA-COST OPTION				•	•	•	•												
	BUCKET SEATS—RECLINING—EXTRA-COST OPTION								•	•	•	•	•	•	•	•	•	•	•	•
EXTERIOR COLORS				BODY COLOR	WHEEL COLOR															
9 SOLID COLORS—STANDARD	CLASSIC BLACK			1	1	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	FROST WHITE			72	72	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	ANTIGUA RED			3	3	•	•		•	•			•	•		•				
	BALBOA AQUA (Light)			19	20	•		•	•		•		•		•		•			
	CORTEZ AQUA, Metallic (Medium)			20	20	•		•	•		•		•		•		•			
	SAMOA GOLD, Metallic			23	24	•		•	•			•	•				•	•		•
	CABALLERO TAN, Metallic (Medium)			24	24	•		•	•			•	•				•	•		•
	APOLLO YELLOW			25	25	•			•				•				•			
	MARQUESSA MAUVE, Metallic (Light)			21	1	•			•				•							
EXTRA-COST OPTION 4 REVERSIBLE TWO-TONES	CLASSIC BLACK FROST WHITE			1-72	1	•			•				•				•			
	ANTIGUA RED FROST WHITE			3-72	3		•			•					•					
	BALBOA AQUA (Light) CORTEZ AQUA, Metallic (Medium)			19-20	20			•			•					•				
	SAMOA GOLD, Metallic CABALLERO TAN, Metallic (Medium)			23-24	24				•			•								•
EXTRA-COST OPTION 7 NON-REVERSIBLE TWO-TONES	ANTIGUA RED CLASSIC BLACK			3-1	3	•	•		•	•			•	•						
	BALBOA AQUA (Light) FROST WHITE			19-72	20			•			•					•				
	CORTEZ AQUA, Metallic (Medium) FROST WHITE			20-72	20			•			•					•				
	SAMOA GOLD, Metallic FROST WHITE			23-72	24				•			•								•
	CABALLERO TAN, Metallic (Medium) FROST WHITE			24-72	24			•				•								•
	APOLLO YELLOW CLASSIC BLACK			25-1	1	•			•				•							
	MARQUESSA MAUVE, Metallic (Light) FROST WHITE			21-72	1	•			•				•							

WITH ALL MARLIN TWO-TONES, THE ROOF, REAR DECK & SIDE-WINDOW AREA ARE IN THE SAME 2nd COLOR.

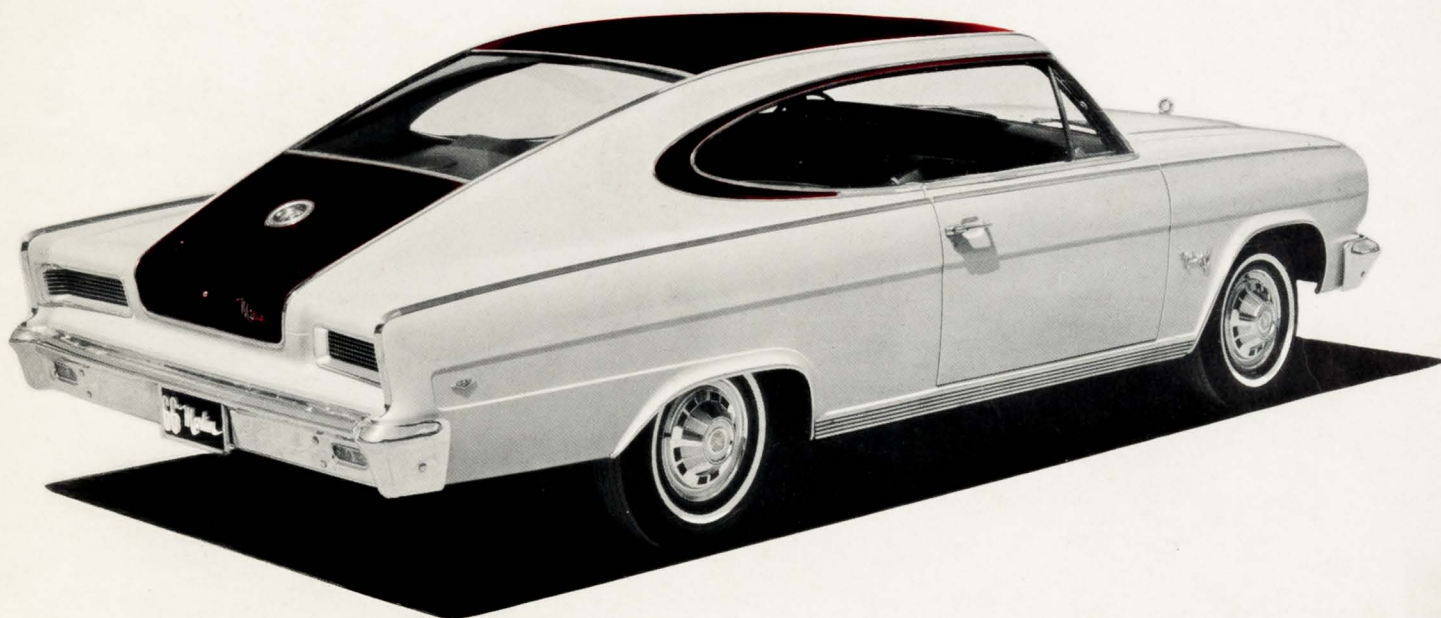
BLACK VINYL-COVERED ROOF & REAR DECK IS AN EXTRA-COST OPTION, & INCLUDES BLACK VINYL FOR SIDE-WINDOW AREA.



# MARLIN

## TWO-TONE COLOR DESIGN

COLOR AND UPHOLSTERY AVAILABILITY  
CHART IS SHOWN ON OPPOSITE PAGE



WITH ALL MARLIN TWO-TONES, THE ROOF, REAR DECK & SIDE-WINDOW AREA ARE IN THE SAME SECOND COLOR.

BLACK VINYL-COVERED ROOF & REAR DECK IS AN EXTRA-COST OPTION, & INCLUDES BLACK VINYL FOR SIDE-WINDOW AREA.











1966

# AMERICAN MOTORS

AMBASSADOR

MARLIN

RAMBLER CLASSIC

RAMBLER AMERICAN



# '66 AMERICAN MOTORS

## UPHOLSTERY SELECTIONS

THE WIDE VARIETY OF UPHOLSTERY SELECTIONS PRESENTED  
IN THE FOLLOWING PAGES HAS BEEN TASTEFULLY CREATED  
BY SKILLED INTERIOR STYLISTS. PERFECT COLOR HARMONIES,  
LUXURY APPOINTMENTS, AND HIGHEST QUALITY MATERIALS  
PROVIDE STUNNING BEAUTY WITH LASTING PRACTICALITY.

### TRIM CODES

C = FABRIC INSERT  
P = POROUS VINYL INSERT  
B = VINYLAIR INSERT  
V = ALL-VINYL TRIM  
D = BUCKET SEAT WITH FABRIC INSERT  
E = BUCKET SEAT WITH VINYL INSERT  
K = BUCKET SEAT WITH FABRIC INSERT (DPL)  
L = BUCKET SEAT WITH VINYLAIR INSERT (DPL)  
H = BUCKET SEAT WITH VINYLAIR INSERT (990)  
W = BUCKET SEAT WITH FABRIC INSERT (REBEL "CUSTOM")  
Y = BUCKET SEAT WITH FABRIC INSERT (DPL "CUSTOM")  
Q = FABRIC INSERT (MARLIN)  
M = BUCKET SEAT WITH FABRIC INSERT (MARLIN)  
N = BUCKET SEAT WITH VINYLAIR INSERT (MARLIN)



# 1966 AMERICAN MOTORS INTERIOR COLORS

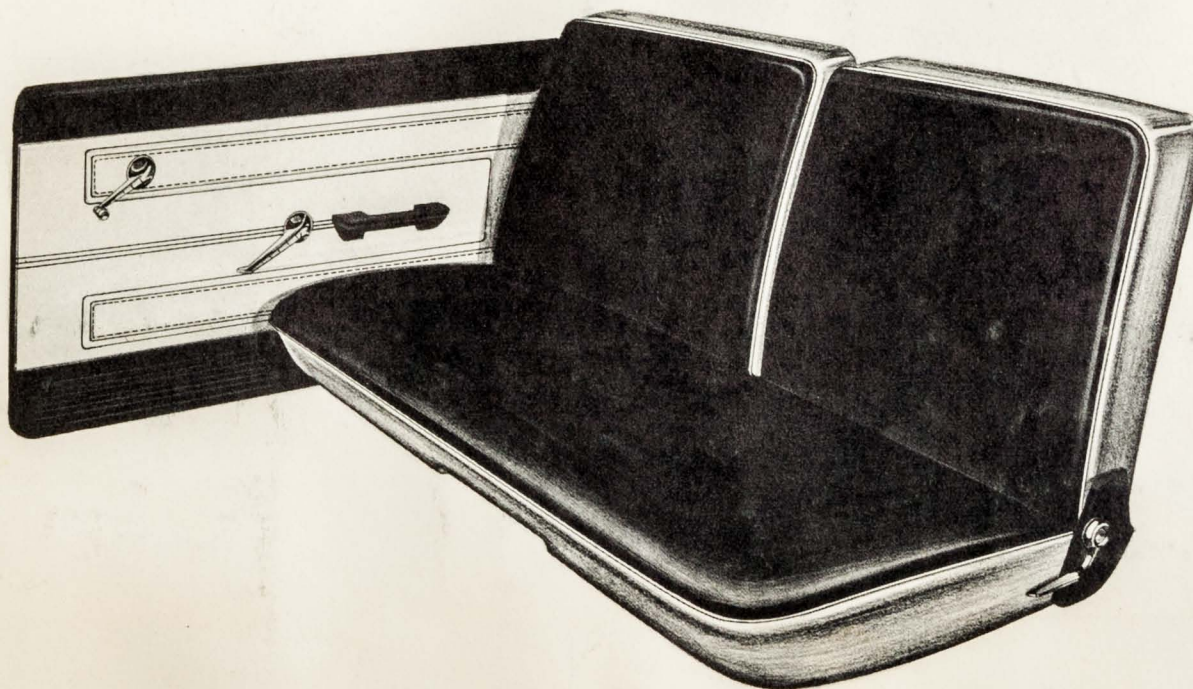
MODEL	SEAT UPHOLSTERY		FLOOR COVERING	INSTRUMENT PANEL	HEADLINING
220	T623 T628 T629	C & P C & P C & P	BLACK BLACK BLACK	DARK BLUE BLACK MEDIUM TAN	WHITE WHITE WHITE
440 OR ROGUE	T641 T643 T644 T645 T647 T648 T649	C,P,V,D & E C,P,V,D & E C,P,V,D & E C,P,V,D & E C,P,V,D & E V & E C,P,V,D & E	BLACK DARK BLUE DARK GREEN RED MED. AQUA BLACK MED. TAN	BLACK DARK BLUE DARK GREEN RED MED. AQUA BLACK MED. TAN	WHITE WHITE WHITE WHITE WHITE WHITE WHITE
550	T653 T658 T659	C & P C & P C & P	BLACK BLACK BLACK	DARK BLUE BLACK MED. TAN	LIGHT BLUE WHITE LIGHT TAN
770, REBEL OR REBEL CUSTOM	T671 T673 T674 T675 T676 T677 T678 T679	C,B,V,D,E & W C,B,V,D,E & W C,B,V,D & E C,B,V,D,E & W C,B,V,D & E C,B,V,D,E & W B,V & E C,B,V,D,E & W	BLACK DARK BLUE DARK GREEN RED BLACK MED. AQUA BLACK MED. TAN	BLACK DARK BLUE DARK GREEN RED BLACK MED. AQUA BLACK MED. TAN	WHITE LIGHT BLUE LIGHT GREEN WHITE LIGHT MAUVE LIGHT AQUA WHITE LIGHT TAN
880	T683 T684 T685 T687 T689	C & P C & P C & P C & P C & P	DARK BLUE DARK GREEN RED MED. AQUA MED. TAN	DARK BLUE DARK GREEN RED MED. AQUA MED. TAN	LIGHT BLUE LIGHT GREEN WHITE LIGHT AQUA LIGHT TAN
990, DPL OR DPL CUSTOM	T691 T693 T694 T695 T696 T697 T698 T699	C,B,D,H,K,L & Y C,B,D,H,K,L & Y C,B,D,H,K & L C,B,D,H,K,L & Y C,B,D,H,K & L C,B,D,H,K,L & Y B,H & L C,B,D,H,K,L & Y	BLACK DARK BLUE DARK GREEN RED BLACK MED. AQUA BLACK MED. TAN	BLACK DARK BLUE DARK GREEN RED BLACK MED. AQUA BLACK MED. TAN	WHITE LIGHT BLUE LIGHT GREEN WHITE LIGHT MAUVE LIGHT AQUA WHITE LIGHT TAN
MARLIN	T691 T695 T697 T698 T699	Q,M & N Q,M & N Q,M & N N Q,M & N	BLACK RED MED. AQUA BLACK MED. TAN	BLACK RED MED. AQUA BLACK MED. TAN	BLACK RED MED. AQUA WHITE MED. TAN



# AMERICAN 220

UPHOLSTERY . . . See SELECTOR CHARTS for Availability

<b>VINYL</b> "SABLE" GRAIN LEATHER TEXTURE WITH ELASTIC-KNIT BACKING	
<b>C</b>	<b>P ( WAGON )</b>
<b>FABRIC</b> "DELPHI" PATTERN 3.7% NYLON 64.6% RAYON 31.7% POLYPROPYLENE	<b>POROUS VINYL</b> "YUCATAN" PATTERN POROUS VINYL COATING ON TWILL FABRIC BACKING



C & P

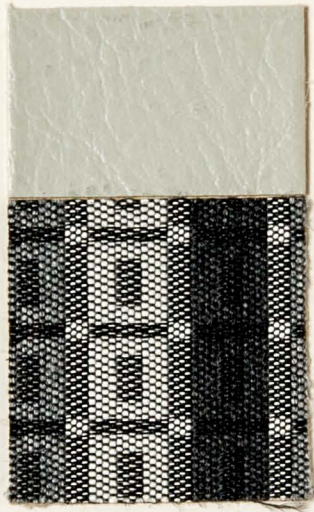


# AMERICAN 220

UPHOLSTERY . . . See SELECTOR CHARTS for Availability



T623C



T628C



T629C



T623P



T628P



T629P



# AMERICAN 440 & ROGUE

UPHOLSTERY . . . See SELECTOR CHARTS for Availability

## VINYL

"SABLE" GRAIN LEATHER TEXTURE  
WITH ELASTIC-KNIT BACKING

### FABRIC

"LANCASTER" PATTERN  
29% NYLON  
55.7% VISCOSE  
15.3% POLYETHYLENE

### POROUS VINYL

"YUCATAN" PATTERN  
POROUS VINYL COATING  
ON TWILL FABRIC BACKING

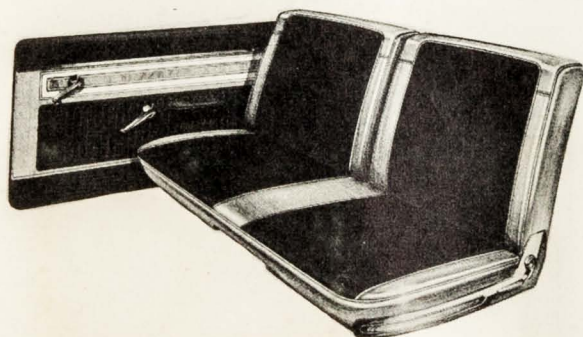
C ( 440 REG. SEATS )

D ( FABRIC BUCKET )

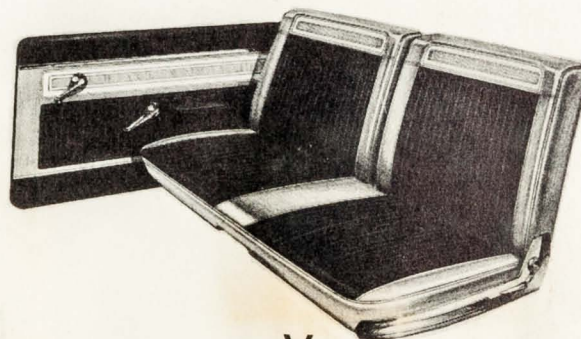
E ( ALL-VINYL BUCKET )

V ( CONV. )

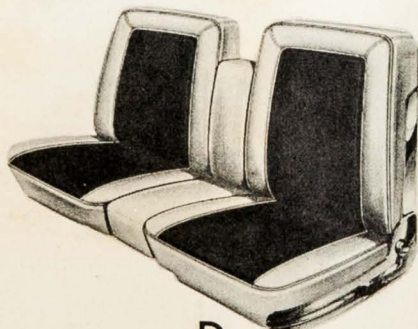
P ( WAGON )



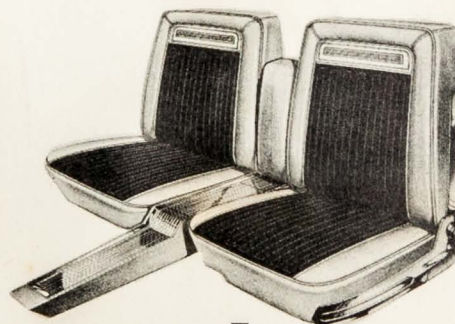
C & P



V



D



E



# AMERICAN 440 & ROGUE

UPHOLSTERY . . . See SELECTOR CHARTS for Availability



T641C (440 Reg.)  
T641D (Bucket)



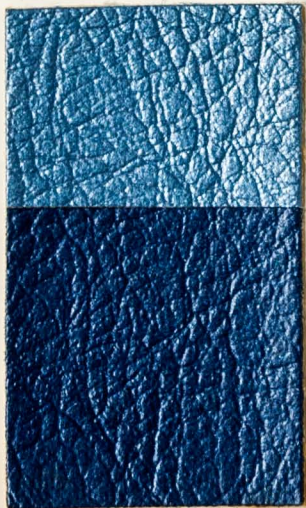
T643C (440 Reg.)  
T643D (Bucket)



T644C (440 Reg.)  
T644D (Bucket)



T641E (Bucket)  
T641V (Conv.)



T643E (Bucket)  
T643V (Conv.)  
(LT. BLUE ACCENT)



T644E (Bucket)  
T644V (Conv.)  
(LT. GREEN ACCENT)



# AMERICAN 440 & ROGUE

UPHOLSTERY . . . See SELECTOR CHARTS for Availability



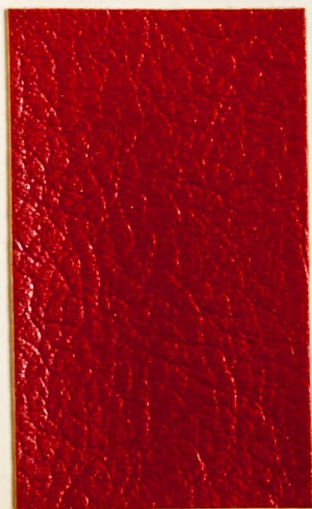
T645C (440 Reg.)  
T645D (Bucket)



T647C (440 Reg.)  
T647D (Bucket)



T649C (440 Reg.)  
T649D (Bucket)



T645E (Bucket)  
T645V (Conv.)



T647E (Bucket)  
T647V (Conv.)

(LT. AQUA ACCENT)



T648E (Bucket)  
T648V (Conv.)

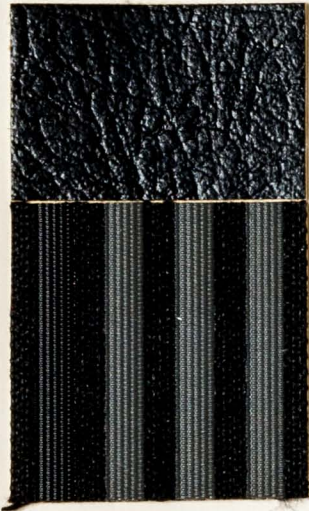


T649E (Bucket)  
T649V (Conv.)



# AMERICAN 440

UPHOLSTERY . . . See SELECTOR CHARTS for Availability



T641P



T643P

(LT. BLUE VINYL ACCENT)

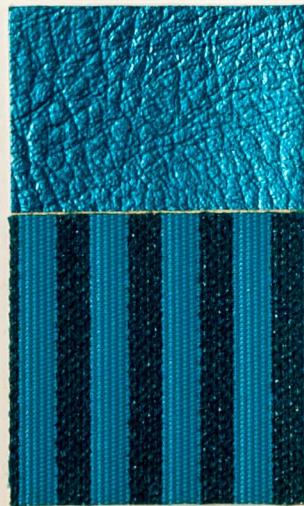


T644P

(LT. GREEN VINYL ACCENT)



T645P



T647P

(LT. AQUA ACCENT)



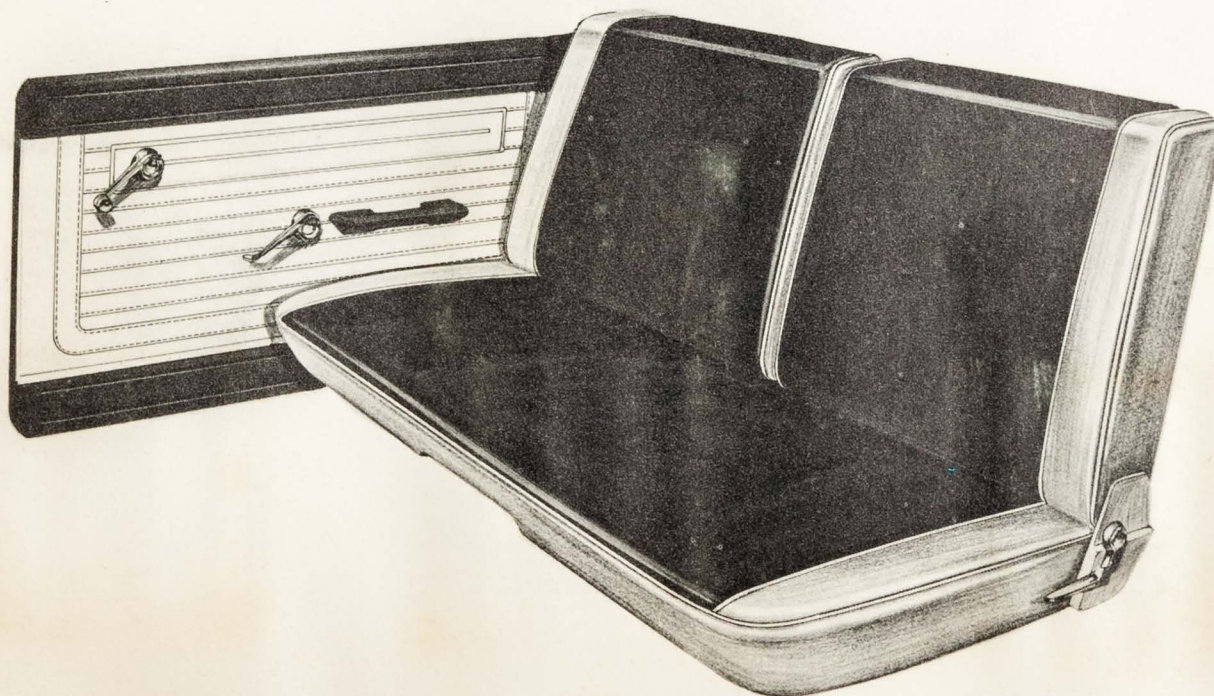
T649P



# CLASSIC 550

UPHOLSTERY . . . See SELECTOR CHARTS for Availability

<b>VINYL</b> "SABLE" GRAIN LEATHER TEXTURE WITH ELASTIC-KNIT BACKING		
<b>C</b>	<div><b>FABRIC</b> "LARGO" PATTERN 65% VISCOSE 35% POLYPROPYLENE</div>	<div><b>POROUS VINYL</b> "YUCATAN" PATTERN POROUS VINYL COATING ON TWILL FABRIC BACKING</div>
		<b>P (WAGON)</b>



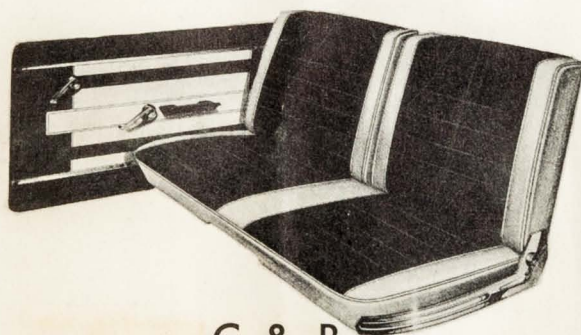
C & P



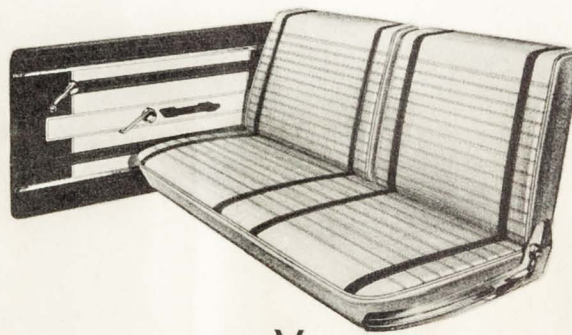
# CLASSIC 770 & REBEL

UPHOLSTERY . . . See SELECTOR CHARTS for Availability

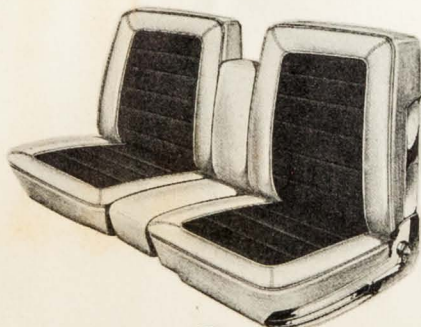
C ( 770 REG. SEATS )	<p style="text-align: center;"><b>VINYL</b></p> <p style="text-align: center;">"SABLE" GRAIN LEATHER TEXTURE WITH ELASTIC-KNIT BACKING</p> <hr style="border-top: 1px dashed red;"/> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p style="text-align: center;"><b>FABRIC</b></p> <p style="text-align: center;">"NORMANDY" PATTERN 48% NYLON 50% VISCOSE 2% COTTON</p> </div> <div style="width: 45%;"> <p style="text-align: center;"><b>VINYLAIR</b></p> <p style="text-align: center;">"BASKET WEAVE" PATTERN VINYL COATING ON KNIT FABRIC BACKING</p> </div> </div>		E ( ALL-VINYL BUCKET )
D ( FABRIC BUCKET )			V ( CONV. )
			B ( WAGON )



C & B



V



D



E

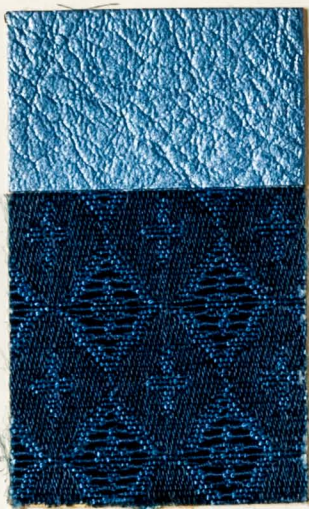


# CLASSIC 770 & REBEL

UPHOLSTERY . . . See SELECTOR CHARTS for Availability



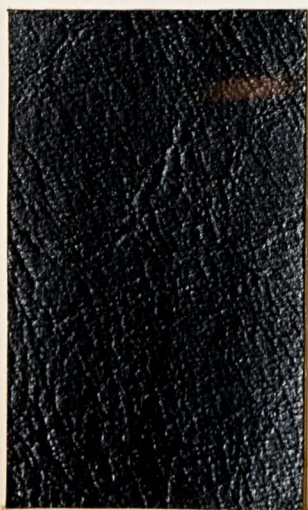
T671C (770 Reg.)  
T671D (Bucket)



T673C (770 Reg.)  
T673D (Bucket)



T674C (770 Reg.)  
T674D (Bucket)



T671E (Bucket)  
T671V (Conv.)  
(BLACK STRAPS)



T673E (Bucket)  
T673V (Conv.)  
(DK. BLUE STRAPS)



T674E (Bucket)  
T674V (Conv.)  
(DK. GREEN STRAPS)

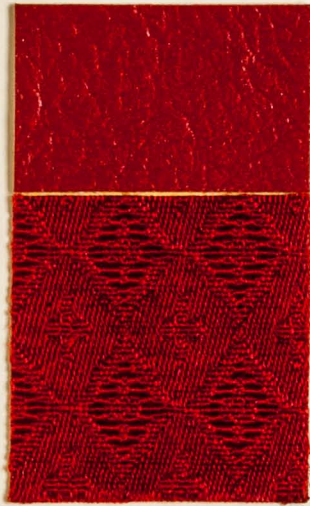


T675E (Bucket)  
T675V (Conv.)  
(RED STRAPS)



# CLASSIC 770 & REBEL

UPHOLSTERY . . . See SELECTOR CHARTS for Availability



T675C (770 Reg.)  
T675D (Bucket)



T676C (770 Reg.)  
T676D (Bucket)



T677C (770 Reg.)  
T677D (Bucket)



T679C (770 Reg.)  
T679D (Bucket)



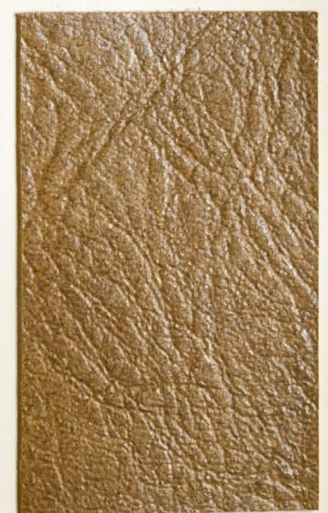
T676E (Bucket)  
T676V (Conv.)  
(BLACK STRAPS)



T677E (Bucket)  
T677V (Conv.)  
(MED. AQUA STRAPS)



T678E (Bucket)  
T678V (Conv.)  
(WHITE STRAPS)



T679E (Bucket)  
T679V (Conv.)  
(SADDLE TAN STRAPS)



# CLASSIC 770

UPHOLSTERY . . . See SELECTOR CHARTS for Availability



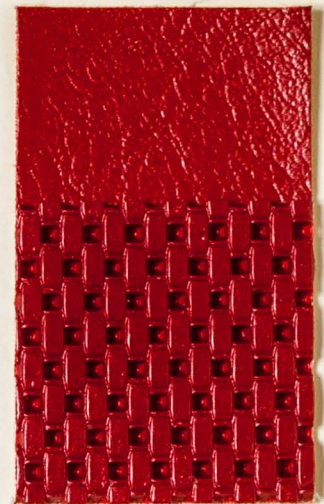
T671B



T673B



T674B



T675B



T676B



T677B



T678B



T679B



# CLASSIC REBEL

## "CUSTOM TRIM PACKAGE"

### VINYL

"SABLE" GRAIN LEATHER TEXTURE  
WITH ELASTIC-KNIT BACKING

### CUSTOM FABRIC

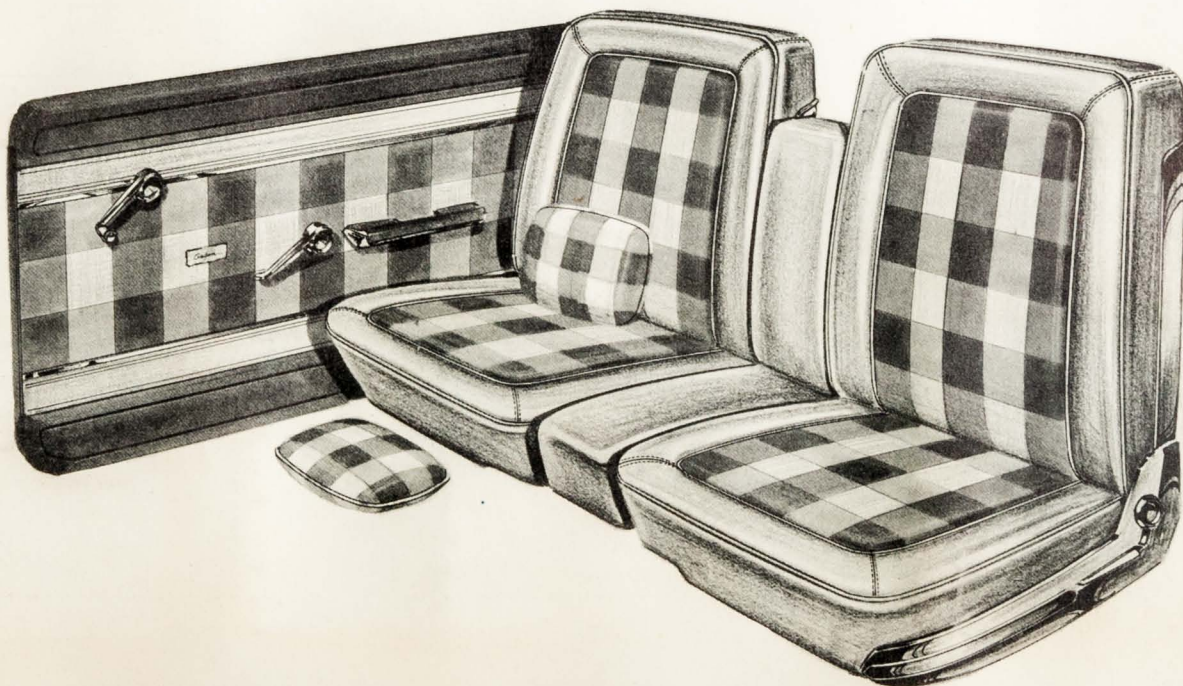
"HIALEAH PLAID" PATTERN

57.5% NYLON

42.5% VISCOSE

### EXTRA-COST OPTION INCLUDES:

1. Black Vinyl-Covered Hardtop Roof (also separate option on regular Rebel).
2. Bucket seats (& door panels) are upholstered with exclusive "Hialeah Plaid" custom fabric inserts. Five interior colors are all color keyed.
3. Two pillows upholstered in the same seat-insert fabric (a new industry exclusive).
4. Reclining Bucket Seats with center cushion plus front folding armrest (also standard on regular Rebel).
5. "CUSTOM" nameplates on inside door panels.



W



# CLASSIC REBEL



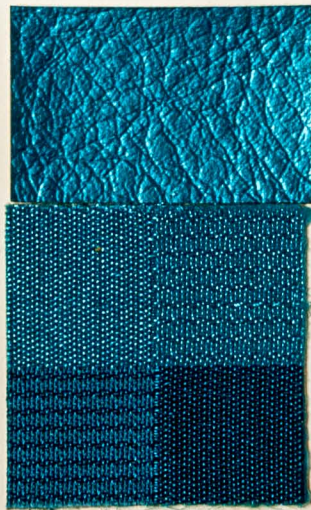
T671W



T673W



T675W



T677W



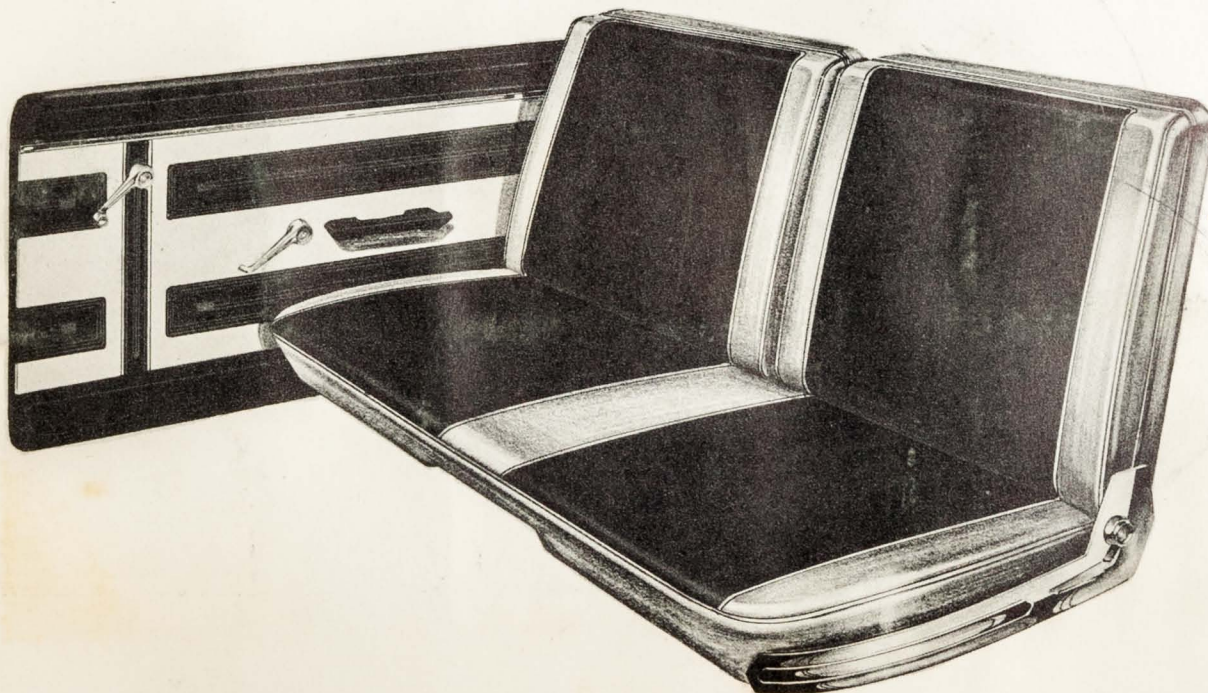
T679W



# AMBASSADOR 880

UPHOLSTERY . . . See SELECTOR CHARTS for Availability

C	<b>VINYL</b> "SABLE" GRAIN LEATHER TEXTURE WITH ELASTIC-KNIT BACKING		P (WAGON)
	<b>FABRIC</b> "BALMORAL" PATTERN 47.2% NYLON 52.8% VISCOSE	<b>POROUS VINYL</b> "YUCATAN" PATTERN POROUS VINYL COATING ON TWILL FABRIC BACKING	

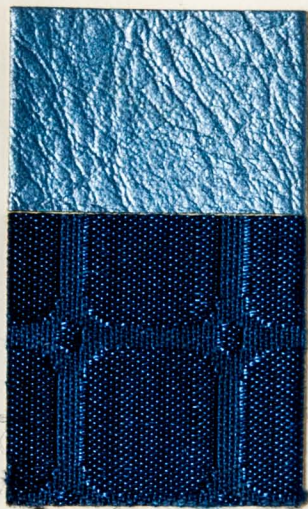


C & P

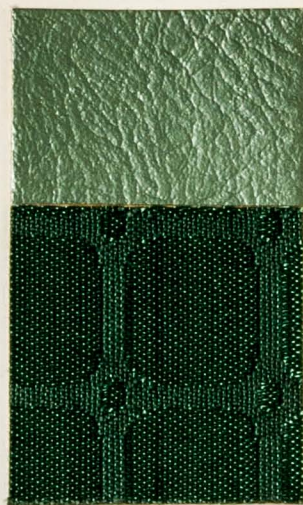


# AMBASSADOR 880

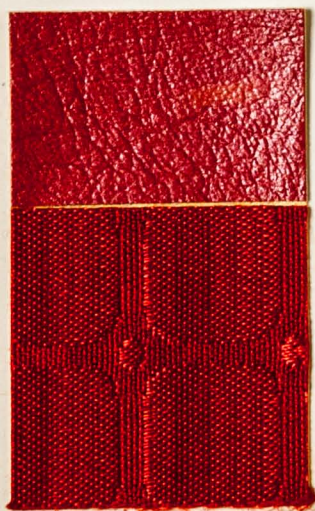
UPHOLSTERY . . . See SELECTOR CHARTS for Availability



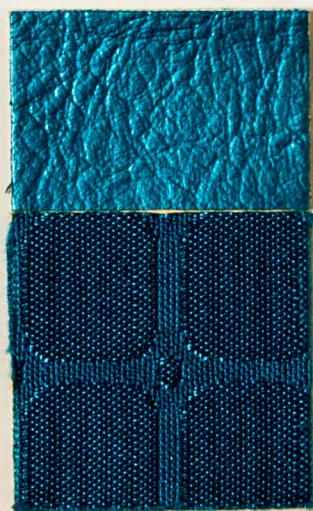
T683C



T684C



T685C



T687C



T689C



# AMBASSADOR 880

UPHOLSTERY . . . See SELECTOR CHARTS for Availability



T683P



T684P



T685P



T687P



T689P







# AMBASSADOR 990 & DPL

UPHOLSTERY . . . See SELECTOR CHARTS for Availability

C ( 990 REG.  
SEATS )

D ( 990 FAB.  
BUCKET )

K ( DPL FAB.  
BUCKET )

## VINYL

"SABLE" GRAIN LEATHER TEXTURE  
WITH ELASTIC-KNIT BACKING

## FABRIC

"MANTILLA" PATTERN  
46% NYLON  
54% VISCOSE

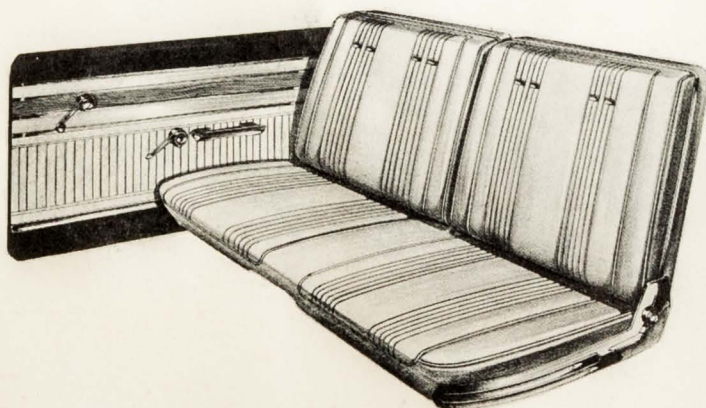
## VINYLAIR

"BASKET WEAVE" PATTERN  
VINYL COATING  
ON KNIT FABRIC BACKING

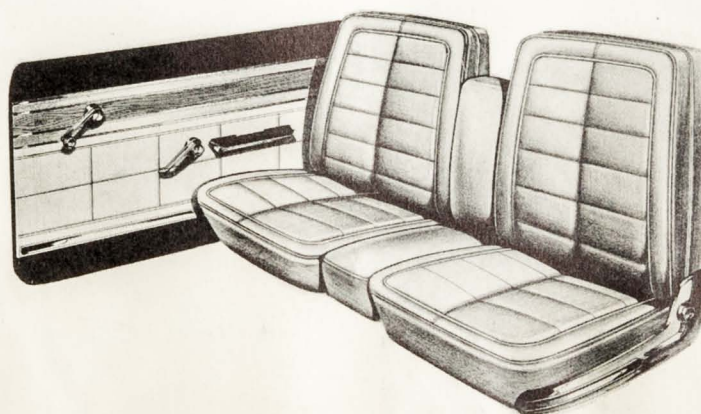
B ( WAG. &  
CONV. )

H ( 990 VIN.  
BUCKET )

L ( DPL VIN.  
BUCKET )



C & B



D, K, H & L



# AMBASSADOR 990 & DPL

UPHOLSTERY . . . See SELECTOR CHARTS for Availability



T691C (990 Reg.)  
T691D (990 Buc.)  
T691K (DPL Buck.)



T693C (990 Reg.)  
T693D (990 Buc.)  
T693K (DPL Buck.)



T694C (990 Reg.)  
T694D (990 Buc.)  
T694K (DPL Buck.)



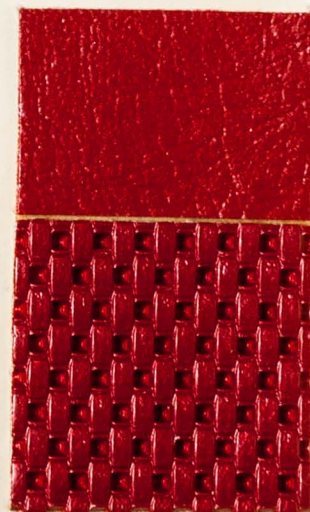
T691B (Wag. & Conv.)  
T691H (990 Buc.)  
T691L (DPL Buck.)



T693B (Wag. & Conv.)  
T693H (990 Buc.)  
T693L (DPL Buck.)



T694B (Wag. & Conv.)  
T694H (990 Buc.)  
T694L (DPL Buck.)

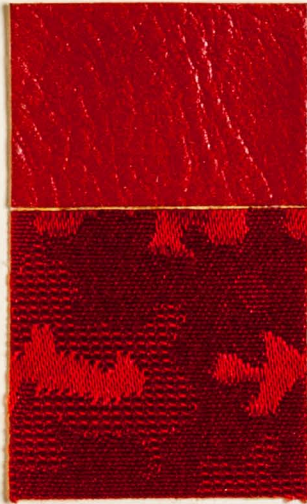


T695B (Wag. & Conv.)  
T695H (990 Buc.)  
T695L (DPL Buck.)



# AMBASSADOR 990 & DPL

UPHOLSTERY . . . See SELECTOR CHARTS for Availability



T695C (990 Reg.)  
T695D (990 Buc.)  
T695K (DPL Buck.)



T696C (990 Reg.)  
T696D (990 Buc.)  
T696K (DPL Buck.)



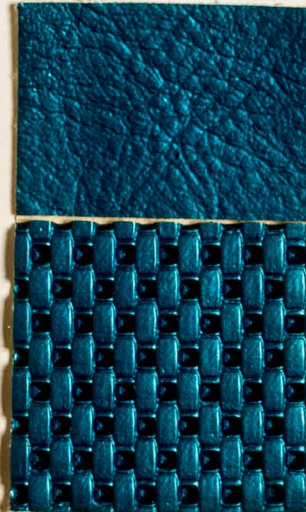
T697C (990 Reg.)  
T697D (990 Buc.)  
T697K (DPL Buck.)



T699C (990 Reg.)  
T699D (990 Buc.)  
T699K (DPL Buck.)



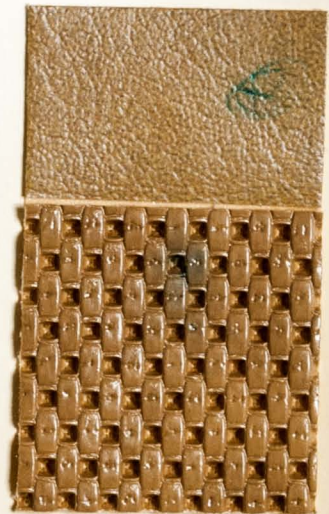
T696B (Wag. & Conv.)  
T696H (990 Buc.)  
T696L (DPL Buck.)



T697B (Wag. & Conv.)  
T697H (990 Buc.)  
T697L (DPL Buck.)



T698B (Wag. & Conv.)  
T698H (990 Buc.)  
T698L (DPL Buck.)



T699B (Wag. & Conv.)  
T699H (990 Buc.)  
T699L (DPL Buck.)







# AMBASSADOR DPL

## "CUSTOM TRIM PACKAGE"

### VINYL

"SABLE" GRAIN LEATHER TEXTURE  
WITH ELASTIC-KNIT BACKING

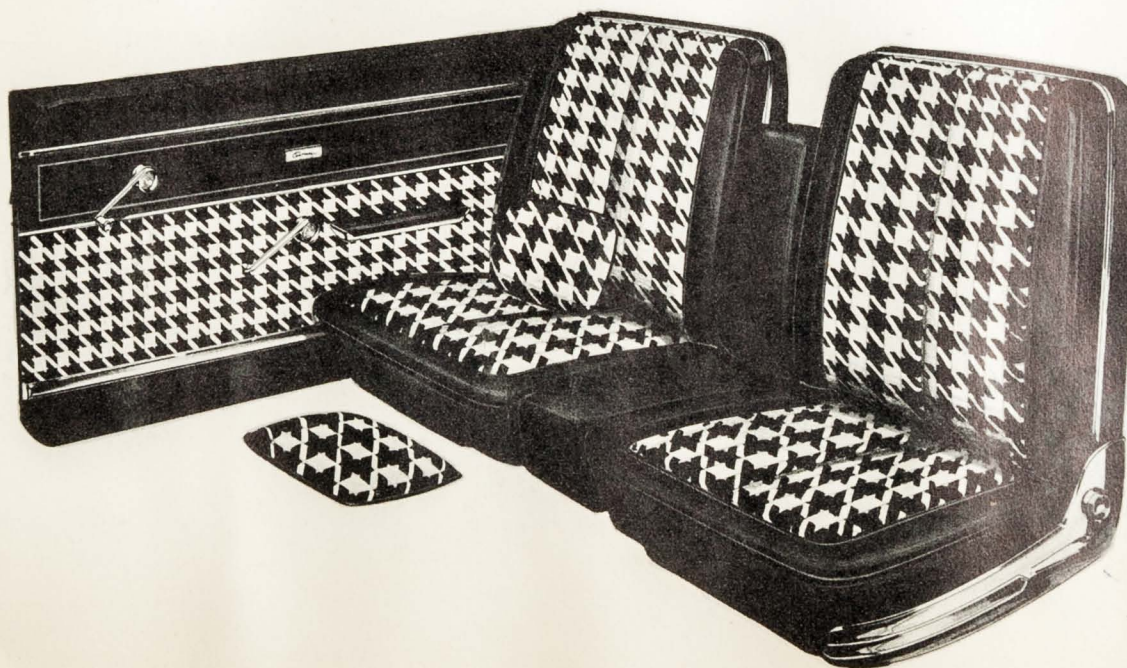
### CUSTOM FABRIC

"HOUNDSTOOTH CHECK" PATTERN

50% NYLON  
25% VISCOSE  
25% HERCULON

### EXTRA-COST OPTION INCLUDES:

1. Black Vinyl-Covered Hardtop Roof (also separate option on regular DPL)
2. The bucket seats (& door panels) are upholstered with exclusive "Houndstooth Check" custom fabric inserts. Five interior colors are all accented with black trim.
3. Two pillows upholstered in the same seat-insert fabric (a new industry exclusive).
4. Reclining Bucket Seats with center cushion plus front & rear folding armrests (also standard on regular DPL).
5. "CUSTOM" nameplates on inside door panels.
6. Door panels are trimmed with *genuine* walnut overlays (*simulated* walnut used on 990 and regular DPL models).





# AMBASSADOR DPL

## "CUSTOM TRIM PACKAGE"



T691Y



T693Y



T695Y



T697Y



T699Y



# MARLIN

UPHOLSTERY . . . See SELECTOR CHARTS for Availability

Q ( REG. SEATS )

M ( FABRIC BUCKET )

## VINYL

"SABLE" GRAIN LEATHER TEXTURE  
WITH ELASTIC-KNIT BACKING

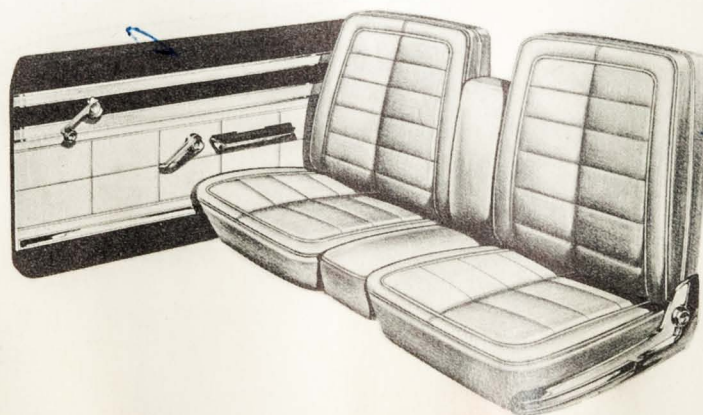
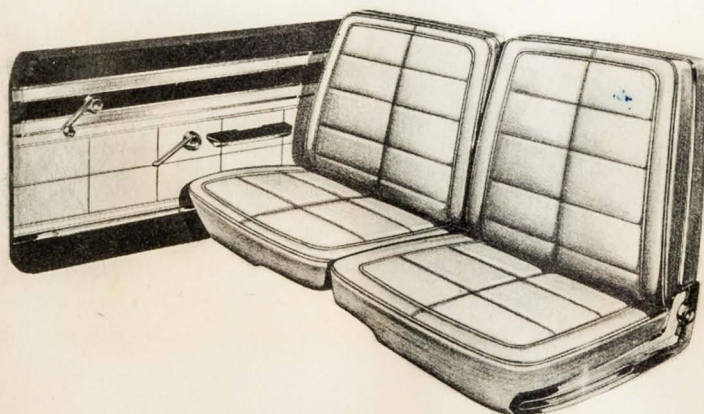
## FABRIC

"MANTILLA" PATTERN  
46% NYLON  
54% VISCOSE

## VINYLAIR

"BASKET WEAVE" PATTERN  
VINYL COATING  
ON KNIT FABRIC BACKING

N ( VINYL BUCKET )



M & N

Q ( Standard seat is full-cushion,  
non-reclining, not shown )



# MARLIN (Vinylair, Bucket)

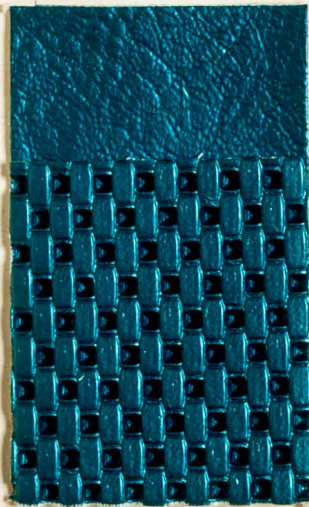
UPHOLSTERY . . . See SELECTOR CHARTS for Availability



T691N



T695N



T697N



T698N



T699N



# CONVERTIBLE TOP COLORS [& Hardtop]

AMERICAN 440 . . . CLASSIC 770 . . . AMBASSADOR 990

## CONVERTIBLE-TOP COLOR AVAILABILITY:

CHART NOTE 1. BLACK OR WHITE

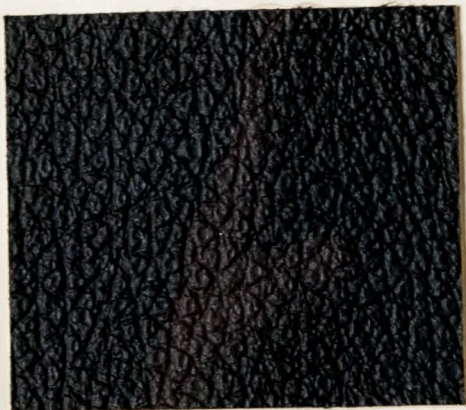
CHART NOTE 2. BLACK, WHITE OR AQUA

CHART NOTE 3. BLACK, WHITE OR TAN

BOOT COLORS TO MATCH INTERIOR

VINYL-BOLSTER COLORS, EXCEPT

BLACK BOOT WITH WHITE INTERIORS.



**BLACK (PBK)**

(& for opt. vinyl-covered hardtop)



**WHITE (PWH)**

(Convertible only)



**TAN (PTN)**

(Convertible only)



**AQUA (PAQ)**

(Convertible only)

VINYL-COATED NYLON SHEETING WITH BLACK TWILL BACKING



**1966  
AMERICAN MOTORS  
EXTERIOR  
SOLID COLORS**

**LUSTRE-GARD ACRYLIC ENAMEL**

**TRIPLE COATS...BAKED-ON FINAL FINISH**

*Lasting beauty and durability*

**13**

**SPARKLING  
COLORS**

*Standard on  
all Series...*

*See Selector  
Charts for  
Model Availability*

SOLID COLORS

TWO-TONES



American Motors...where quality is built in, not added on.





# LUSTRE-GARD ACRYLIC ENAMEL

As an important product benefit, *all* exterior colors are formulated with Lustre-Gard Acrylic Enamel . . . a most advanced type of new-car finish. With these thermosetting acrylic enamels *three* wet-on-wet coats are used and the final finish is baked on for lasting beauty and durability. The more expensive acrylic enamels have advantages over other type enamels and lacquers, as follows:

1. Improved new-car appearance.
2. Improved gloss retention.
3. Improved hardness.
4. Greater resistance to marring and scratching.
5. Freedom from chalking.
6. Improved polishability without harming durability.
7. Improved color stability.
8. Easier paint repairs.
9. Improved appearance of used-cars in the future.



WO

*Simulated*  
**WOOD GRAIN**

EXCLUSIVE FOR  
**AMBASSADOR 880 & 990  
STATION WAGONS**

EXTRA-COST OPTION  
WITH ANY SOLID COLOR

• • •

**DURABLE VINYL PRINT  
PERMANENTLY BONDED TO  
SEPARATE ALUMINUM PANELS**



TWO-TONES



18

19

20

21

22

23

24

GRANADA GREEN,  
Metallic

TWO-TONES



1

72

3

15

16

17

18

19

20

23

24

25

21

CLASSIC BLACK

TWO-TONES



72

3

15

16

17

18

19

20

23

24

25

21

FROST WHITE

TWO-TONES



3

15

16

17

18

19

20

23

24

25

21

ANTIGUA RED

TWO-TONES



15

16

17

18

19

20

23

24

25

21

BRISBANE BLUE,  
Metallic

TWO-TONES



16

17

18

19

20

23

24

25

21

BRITANNIA BLUE,  
Metallic

TWO-TONES



17

18

19

20

23

24

25

21

CRESCENT GREEN

TWO-TONES



18

19

20

23

24

25

21

GRANADA GREEN,  
Metallic

TWO-TONES



19

20

23

24

25

21

BALBOA AQUA

TWO-TONES



20

23

24

25

21

CORTEZ AQUA,  
Metallic

TWO-TONES



23

24

25

21

SAMOA GOLD,  
Metallic

TWO-TONES



24

25

21

**CABALLERO TAN,  
Metallic**

**TWO-TONES**



25

21

APOLLO YELLOW

TWO-TONES



MARQUESSA MAUVE,  
Metallic



**1966  
AMERICAN MOTORS  
EXTERIOR  
TWO-TONE COLORS**

...  
**EXTRA-COST OPTION  
ON ALL SERIES...**

See Selector Charts for Model Availability

**23**

**TWO-  
TONE  
COLORS**



# LUSTRE-GARD ACRYLIC ENAMEL

As an important product benefit, *all* exterior colors are formulated with Lustre-Gard Acrylic Enamel . . . a most advanced type of new-car finish. With these thermosetting acrylic enamels *three* wet-on-wet coats are used and the final finish is baked on for lasting beauty and durability. The more expensive acrylic enamels have advantages over other type enamels and lacquers, as follows:

1. Improved new-car appearance.
2. Improved gloss retention.
3. Improved hardness.
4. Greater resistance to marring and scratching.
5. Freedom from chalking.
6. Improved polishability without harming durability.
7. Improved color stability.
8. Easier paint repairs.
9. Improved appearance of used-cars in the future.

Roof... 72. FROST WHITE

Body... 1. CLASSIC BLACK

REVERSIBLE 2-TONE  
CODE — 72-1

1 — 72

3 — 72

15 — 16

17 — 18

19 — 20

23 — 24

3 — 1

15 — 72

16 — 72

17 — 72

18 — 72

19 — 72

20 — 72

23 — 72

24 — 72

25 — 1

21 — 72



Roof...72. FROST WHITE

Body...3. ANTIGUA RED

REVERSIBLE 2-TONE  
CODE — 72-3

3—72

15—16

17—18

19—20

23—24

3—1

15—72

16—72

17—72

18—72

19—72

20—72

23—72

24—72

25—1

21—72

Roof... 16. BRITANNIA BLUE  
Metallic

Body... 15. BRISBANE BLUE  
Metallic

REVERSIBLE 2-TONE  
CODE — 16-15

15 — 16

17 — 18

19 — 20

23 — 24

3 — 1

15 — 72

16 — 72

17 — 72

18 — 72

19 — 72

20 — 72

23 — 72

24 — 72

25 — 1

21 — 72



Roof...18. GRANADA GREEN  
Metallic

Body...17. CRESCENT GREEN

REVERSIBLE 2-TONE  
CODE — 18-17

17 — 18

19 — 20

23 — 24

3 — 1

15 — 72

16 — 72

17 — 72

18 — 72

19 — 72

20 — 72

23 — 72

24 — 72

25 — 1

21 — 72

Roof...20. CORTEZ AQUA  
Metallic

Body...19. BALBOA AQUA

REVERSIBLE 2-TONE  
CODE — 20-19

19—20

23—24

3—1

15—72

16—72

17—72

18—72

19—72

20—72

23—72

24—72

25—1

21—72



Roof...24. CABALLERO TAN  
Metallic

Body...23. SAMOA GOLD  
Metallic

REVERSIBLE 2-TONE  
CODE — 24-23

23 — 24

3 — 1

15 — 72

16 — 72

17 — 72

18 — 72

19 — 72

20 — 72

23 — 72

24 — 72

25 — 1

21 — 72

Roof...1. CLASSIC BLACK

Body...3. ANTIGUA RED

NOT REVERSIBLE

3-1

15-72

16-72

17-72

18-72

19-72

20-72

23-72

24-72

25-1

21-72



Roof... 72. FROST WHITE

Body... 15. BRISBANE BLUE  
Metallic

NOT REVERSIBLE

15--72

16--72

17--72

18--72

19--72

20--72

23--72

24--72

25--1

21--72

Roof...72. FROST WHITE

Body...16. BRITANNIA BLUE  
Metallic

NOT REVERSIBLE

16-72

17-72

18-72

19-72

20-72

23-72

24-72

25-1

21-72



Roof...72. FROST WHITE

Body...17. CRESCENT GREEN

NOT REVERSIBLE

17-72

18-72

19-72

20-72

23-72

24-72

25-1

21-72

Roof...72. FROST WHITE

Body...18. GRANADA GREEN  
Metallic

NOT REVERSIBLE

18--72

19--72

20--72

23--12

24--72

25--1

21--72



Roof . . . 72. FROST WHITE

Body . . . 19. BALBOA AQUA

NOT REVERSIBLE

19-72

20-72

23-72

24-72

25-1

21-72

Roof . . . 72. FROST WHITE

Body . . . 20. CORTEZ AQUA  
Metallic

NOT REVERSIBLE

20—72

23—72

24—72

25—1

21—72



Roof . . . 72. FROST WHITE

Body . . . 23. SAMOA GOLD  
Metallic

NOT REVERSIBLE

23--72

24--72

25--1

21--72

Roof . . . 72. FROST WHITE

Body . . . 24. CABALLERO TAN  
Metallic

NOT REVERSIBLE

24--72

25--1

21--72



Roof...1. CLASSIC BLACK

Body...25. APOLLO YELLOW

NOT REVERSIBLE

25-1

21-72

Roof...72. FROST WHITE

Body...21. MARQUESSA MAUVE  
Metallic

NOT REVERSIBLE





